

Modern packaging



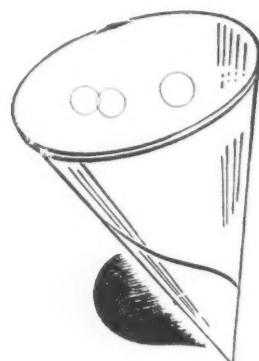
December 1948

Alan Berni



How important is Leakage?

Offices: 270 Madison Avenue, NEW YORK 16;
3641 Washtenaw Ave., CHICAGO 32; 735
Battery Street, SAN FRANCISCO 11; and other
principal cities. **IN CANADA:** Meredith, Simmons
& Co., Ltd., Toronto and Montreal. **IN ENGLAND:**
National Adhesives, Ltd., Slough.



National
ADHESIVES

NEW! Paper drinking cup makers and producers of similar types of food containers have successfully tested CUP-SEAM — a new Resyn* adhesive that is highly water resistant and able to withstand contact with both hot and cold liquids for a prolonged time without leakage.

CUP-SEAM has been acclaimed with unusual enthusiasm after months of field usage. It is a white emulsion that dries to a clean, colorless film. It is odorless . . . free from solvents . . . non-toxic.

CUP-SEAM has been tested on regular equipment at high speeds. It has excellent machineability . . . is quick tacking, fast drying, non-staining . . . has a bonding strength that exceeds that of the paper. Yet, its film flexes as easily as the paper it bonds.

CUP-SEAM — which seals liquids *out* as well as *in* — is now in full supply ready for immediate and steadily maintained deliveries.

*®

EVERY TYPE OF ADHESIVE FOR EVERY INDUSTRIAL USE



E.J.

MERRY CHRISTMAS, HAPPY NEW YEAR—five words that are as much a part of the season as Santa Claus, holly and bright-ribboned packages. Other words express the same greeting, but none say it better. May you see and hear these friendly words often this year and for many years to come. * * * Phoenix Metal Cap Co., Chicago 8 and Brooklyn 18.

Modern packaging



Vol. 22 No. 4 December 1948

GENERAL

Pre-packs	93	The new Du Barry	134
They cut down department-store overhead, but unless the manufacturer is convinced he has something to gain, the question arises—who foots the bill?		Long-range redesign program demonstrates how five or six basic container forms can be adapted to an entire line of cosmetics.	
This month's Cover Package	99	Pour spout for soap	137
Cream-whipping can		Armour pioneers a carton convenience feature that surveys proved housewives wanted.	
Aerosol principle enables 6 fluid oz. of cream to be dispensed from can as 21 oz. of whipped cream—at the touch of a fingertip.			
Radiant Christmas	103	Display Gallery	138
Maker of light sets gets a bright package that expresses trade name and use.			
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It may be an answer to frozen food packers' prayers. Wax-resin coating makes simple folding carton an effective moisture barrier without liner or overwrap; new machinery sets up, fills, seals in continuous operation.		A & P uses bright window boxes to push Jane Parker cakes on "occasion" days.	
Abbott's Aerohalor	110	Dry labeling of wine	142
Solution of a difficult medical problem in administration of penicillin inhalant is also a triumph of package engineering.		California winery finds it best expresses perfection of product; machine is adapted to apply two labels simultaneously.	
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Bristol-Myers' new competitor for aspirin appears in modern polyethylene-capped glass vial, backed by an intensive campaign.			
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New 7-oz. bottles and handy carriers for all types of packages spur brewers' sales.			
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International's gift sets show how modern materials and methods can replace traditional practices, improve display and protection.		New volatile chemical, coated on paper or paperboard, protects metal parts against corrosion even in the presence of moisture and oxygen. By A. WACHTER.	
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Hand-wrap heat sealing	126	Plastic that made oleomargarine squeeze-pouch famous has properties that promise big future in other fields. By G. E. FIELD.	
Here are tips on technique that will speed production, cut costs. By A. C. HILLS.			
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Design gives Revlon set package that looks like set-up box at cost of folding carton.			
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*is your problem **black** or white?*

here is your answer . . .

- Through the Watson-Standard continuous program of "Quality through Research" we have developed a wide range of black and white coatings which cover the field of service coatings, ranging from ordinary type to highly technical product finishes.

These finishes may be custom-formulated or stock items which meet all requirements for brilliance or dullness, air dry or baking, roller-coating or spray, dip or brush, and

are available in synthetic, oleoresinous, alkyds or vinyls.

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*Give us your coating problem.
We guarantee you an answer based
on your conditions, and not just a
standardized formula.*

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indexed in the *Industrial Arts Index*.



Member, Audit Bureau of Circulations
Member, Associated Business Papers

HOW MEASURE YOUR PACKAGE?

RECENTLY we attended a convention of sales executives representing manufacturers of consumer goods whose annual sales aggregate more than \$100 billion.

Also attending this meeting was the sales manager for a well known paper-box manufacturer. On his note pad he kept score of the number of times the word "packaging" was mentioned by key speakers. The total was 75. The runner-up in number of mentions, according to his calculations, was "point of sale," with 68. It was obvious that the package and the impulse to buy it at point of sale loomed large in the thinking of these men who represented the top merchandising brains of the country.

How closely did they connect the two? How much credit did they give the package for clinching the impulse?

Thinking hard about this, the box man returned to his office and picked up a new, small package that has just been OK'd for shipment. The box size was roughly 3 by 4 by 3 in. It measured up to over 60 sq. in. of display space—more than a column of newspaper space. Multiplied by the number of these boxes on order, this advertising space, he figured, was equivalent to a typical national newspaper campaign costing \$20,000.

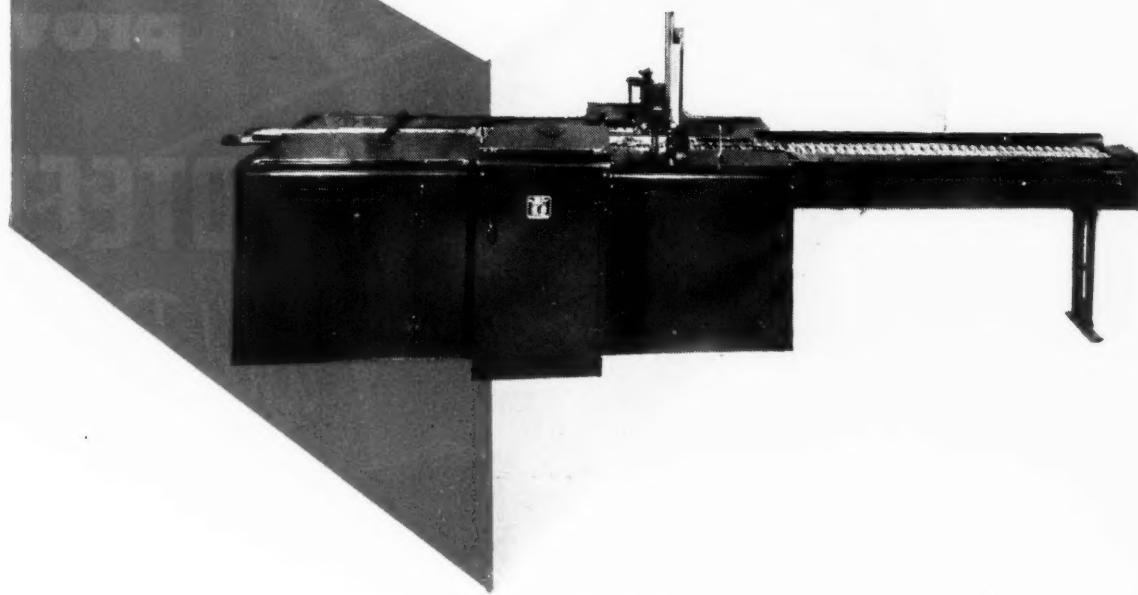
The lesson is not new, but it is particularly timely. Package space is priceless advertising space; package copy is the element that makes or breaks a sale at the last critical instant when the customer is half persuaded. And in these days when package costs are being critically examined, the value of this function should not be underestimated.

Almost any packaging budget will look minuscule when package surface is measured in terms of high powered advertising space—which it surely is.

The Editors

Only the FINEST cartoner

**can give you the
LOWEST cartoning cost**



Jones Cartoners, by giving long, uninterrupted runs at high speeds, have proven their ability to do a superior job of cost-saving cartoning.

Jones Cartoners compensate for normal carton variations.

Overload releases prevent damage from oversize or defective cartons and loads.

From infeed to discharge, there is no dependence on delicate gauging or timing.

As a result, Jones Cartoners reduce down time to the vanishing point.

Cartoning costs are further reduced by the versatility of Jones Cartoners. A wide variety of constant motion infeeds can be utilized. One or more leaflets or booklets folded and inserted. Corrugated liners inserted to protect the load. Data printed on cartons. Single or multiple loads inserted. Carton ends full-glued, spot-glued or tucked.

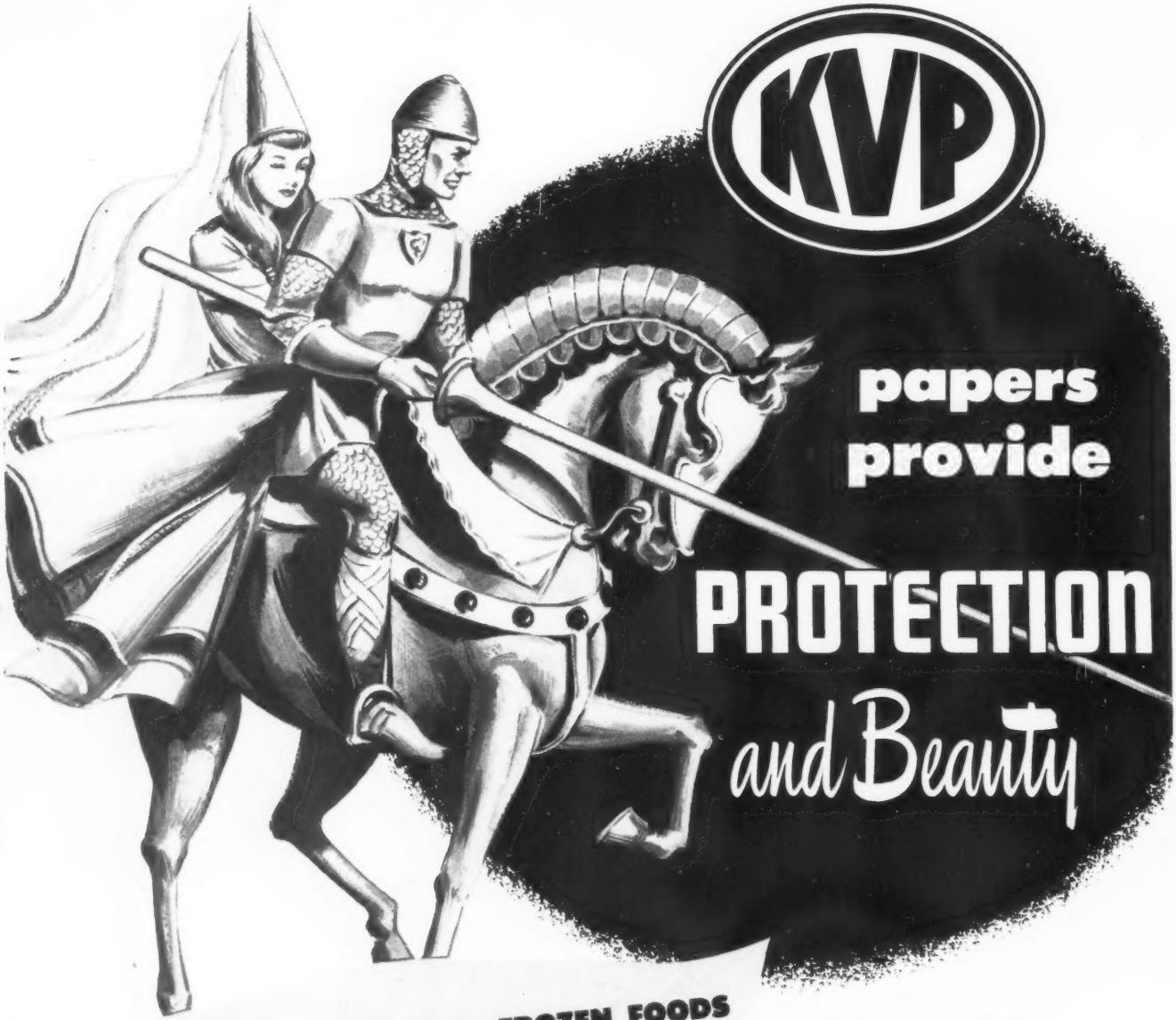
Jones Cartoner efficiency, versatility and high speed combine to reduce your unit cartoning costs to an absolute minimum. Compare your present cartoning methods with Jones Cartoning. Write today for complete information.

R. A. JONES & COMPANY, INC.

P. O. Box 1295

CINCINNATI, OHIO

THE MAJORITY OF AMERICA'S CARTONED PRODUCTS ARE JONES CARTONED



**papers
provide**

PROTECTION

and Beauty

*Industries
Served*

oooooooooooooo

BAKING

Bread
Cracker
Cereal

DAIRY

Butter
Cream
Cheese
Ice Cream
Milk

**FISH
FRUIT**

FROZEN FOODS

MEAT

Packing
Locker
Retail

POULTRY

SHORTENING

VEGETABLE

**for all
kinds of
FOOD
PRODUCTS**

Kalamazoo Vegetable Parchment Company

PARCHMENT · MICHIGAN

ASSOCIATED COMPANIES: KALAMAZOO VEGETABLE PARCHMENT CO., DEVON, PENNA.
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HARVEY PAPER PRODUCTS CO., STURGIS, MICHIGAN

IN CANADA: KVP COMPANY LIMITED, ESPANOLA, ONTARIO
APPLEFORD PAPER PRODUCTS LIMITED, HAMILTON, ONTARIO - MONTREAL, QUEBEC

You knead color in margarine

...and discover an amazing combination of properties in HYCAR

THIS new pouch-package for oleo-margarine deserves the award* it got. It is made from a combination of Hycar and vinyl resin. The idea may lead to a whole new chain of improved packages. With one twist, a housewife discharges a color capsule into the white margarine, quickly kneads it through and soon has

the golden spread she likes to serve on the table.

Just think what they're asking of this pouch! Transparency—so a woman can see what she's doing. Flexibility—so the kneading operation can be easy and quick. Great strength—so there's no danger of its breaking open in her hands. And

in addition, the package must be tasteless, odorless and appetizing in appearance. If it were not for Hycar American Rubber this package might not have been possible.

This is one outstanding example of the many development ideas that Hycar American Rubber has helped make possible. It suggests ways for making old products better, cheaper or both—for lowering processing costs—for creating markets for brand new products. For instance, Hycar can now be put into formulations with Geon polyvinyl materials—and you do away forever with migrating plasticizers!

We make no finished products from Hycar, but we are glad to supply information and to help with any special problem. Write B. F. Goodrich Chemical Company, Dept. HI-6, Rose Building, Cleveland 15, Ohio. In Canada: Kitchener, Ontario.

Hycar
Reg. U. S. Pat. Off.
American Rubber

*Delrich E-Z Color Pak (Cudahy) Packaging Award, Modern Plastics competition. Visten Film by Visking. Package by Shellmar.

B. F. Goodrich Chemical Company

A DIVISION OF
THE B. F. GOODRICH COMPANY

GEON polyvinyl materials • HYCAR American rubber • KRISTON thermosetting resins • GOOD-RITE chemicals

Milprint Packaged for the Males



Wilson Bros. sport shirts, pajamas and underwear now come individually wrapped in a sturdy Milprint pliofilm bag to assure crisp, clean unhandled wearables for the purchaser. The bag goes home with him for use as a storage bag for off season apparel and becomes a constant reminder of Wilson Bros. ingenuity and thoughtfulness.

Whether you package for the male or the lady who buys for him let Milprint lift your package out of the average class. With one of the nation's largest creative art staffs and the widest range of packaging materials and printing processes available from a single source, we'll help you pack more "sell" in your packages.

Call your local Milprint man today!

GENERAL OFFICES, MILWAUKEE, WISCONSIN
SALES OFFICES IN ALL PRINCIPAL CITIES

Printed Cellophane, Pliofilm, Acetate,
Foil, Glassine, Plastic Films, Lithographed
Displays, Printed Promotional Material

Milprint INC.
PACKAGING MATERIALS
Lithography & Printing



Product Pushers

Milprint goes all the way — creates and prints your displays, booklets, broadsides and all types of printed promotional material. Here's a Milprint lithographed display that's doing a nifty job for Amity billfolds.



*The **IMPACT** of your printed selling is decided
by the quality and character of the art,
printing and paper you select — they furnish
the power that helps you drive your selling
messages home. That is why discerning buyers
of printing specify Oxford Papers, in any one
of many fine grades, to add the finishing
touch of quality to their sales-in-print.*

DISTRIBUTORS IN 48 KEY CITIES,
COAST TO COAST



OXFORD PAPERS

230 Park Ave., New York 17, N. Y.

THE PENALTY OF LEADERSHIP



Tupperware

Housewares Award Winner is known and approved by discriminating hostesses in every income bracket.

Measures of congeniality

Red Rooster Cheese Assortment packed in Tupperware Poker Chip Rack.



When American Industry is confronted with the problem of producing an alternate for something suddenly made unavailable, it always has, and always will, come up with something not only the equal of, but often superior to, the parent product.

That superiority is not confined to the product, as such. Instead, the American idea and manner of doing things permeates the entire operation from production through to packaging, and so, doubly qualifies it for a leading position in the most responsive of all markets — the American Market.

It is as fitting as it is inevitable that such leaders in American Industry, in their respective fields, should be attracted to each other in sustaining and maintaining that leadership. And so, again, the products of this organization are found to be congenial with, and contributing to, the well being of another fine product.

As custom molders of national stature and repute, fashioning products of multiple service as well as to special, specific conditions, we again present the thought that an association of our products with others of congeniality, will advance the interests of both.



Frank Ryser Co.
Mayville, Wis.

Red Rooster natural Cheese products, approved by epicures as outstandingly delightful alternates to old-world delicacies, selects a Tupper Product as a most appropriate and congenial merchandising companion.



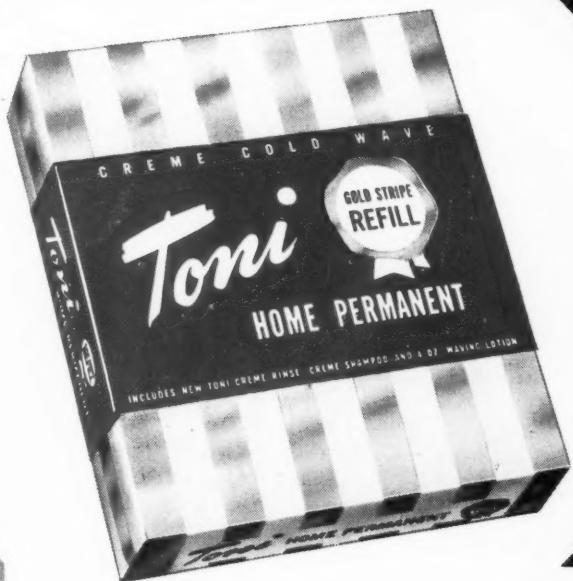
TUPPER CORPORATION

FACTORIES: Farnumsville, Mass., and Cuero, Texas

New York Show Rooms 225 Fifth Ave.

ADDRESS ALL COMMUNICATIONS TO: Development Department A, CUERO, TEXAS

Best Seller



goes into **FOIL** boxes

The *Toni* Home Permanent Kit is one of the most spectacular successes in recent merchandising history. *Toni* is now packaged in Foil Cartons — produced by United.

Your product, too, may "hit" the best-seller list if you package it in Foil Cartons. Foil attracts more eyes, influences more buyers, sells more products—faster and more economically. Let United prove to you how Foil Cartons can step up sales and increase profits. Send us your present folding box or display carton for suggestions. You assume no obligation.

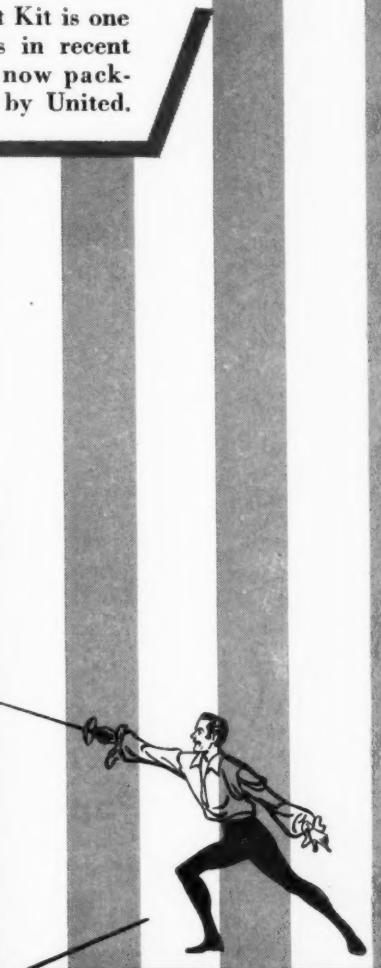


UNITED BOARD AND CARTON
Corporation

156 Solar Street, Syracuse 1, N. Y.

Board Mills: Lockport, N. Y.; Thomson, N. Y.; Urbana, O.

Carton Plants: Victory Mills, N. Y.; Syracuse, N. Y.; Brooklyn, N. Y.; Cohoes, N. Y.; Springfield, O.



**FOIL CARTONS SELL
MORE GOODS—FASTER**

**WHEN SHOP TALK
TURNS TO COST OF**
Containers

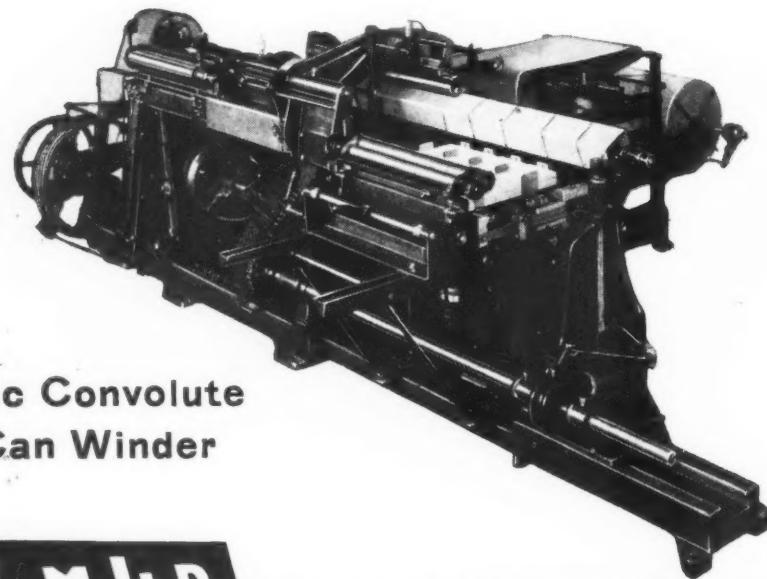


When management decides to change the design or function of a container, one of the first questions asked is "how much is it going to cost to produce it?"

In plants equipped with the Knowlton Automatic Convolute Paper Can Winder, the shop experts can really come up with some low cost and high production quantity figures. Depending on the size of the container, this machine with only one operator can produce 150 can bodies per minute. At the same time it winds and labels 5 containers at a time.

Convolutely wound fiber or paper can bodies, whether in round or irregular shapes are exceptionally strong. This permits their use for practically all types of containers. Sizes range from $1\frac{3}{4}$ " to 8" in diameter or across diagonals.

Before your next package conference, get the benefit of Knowlton experience and recommendations. We have helped many others. Why not let us help you cut your packaging production costs?



**Automatic Convolute
Paper Can Winder**

BOSTON
637 Massachusetts Ave.
(ARLINGTON)

M. Knowlton & CO.

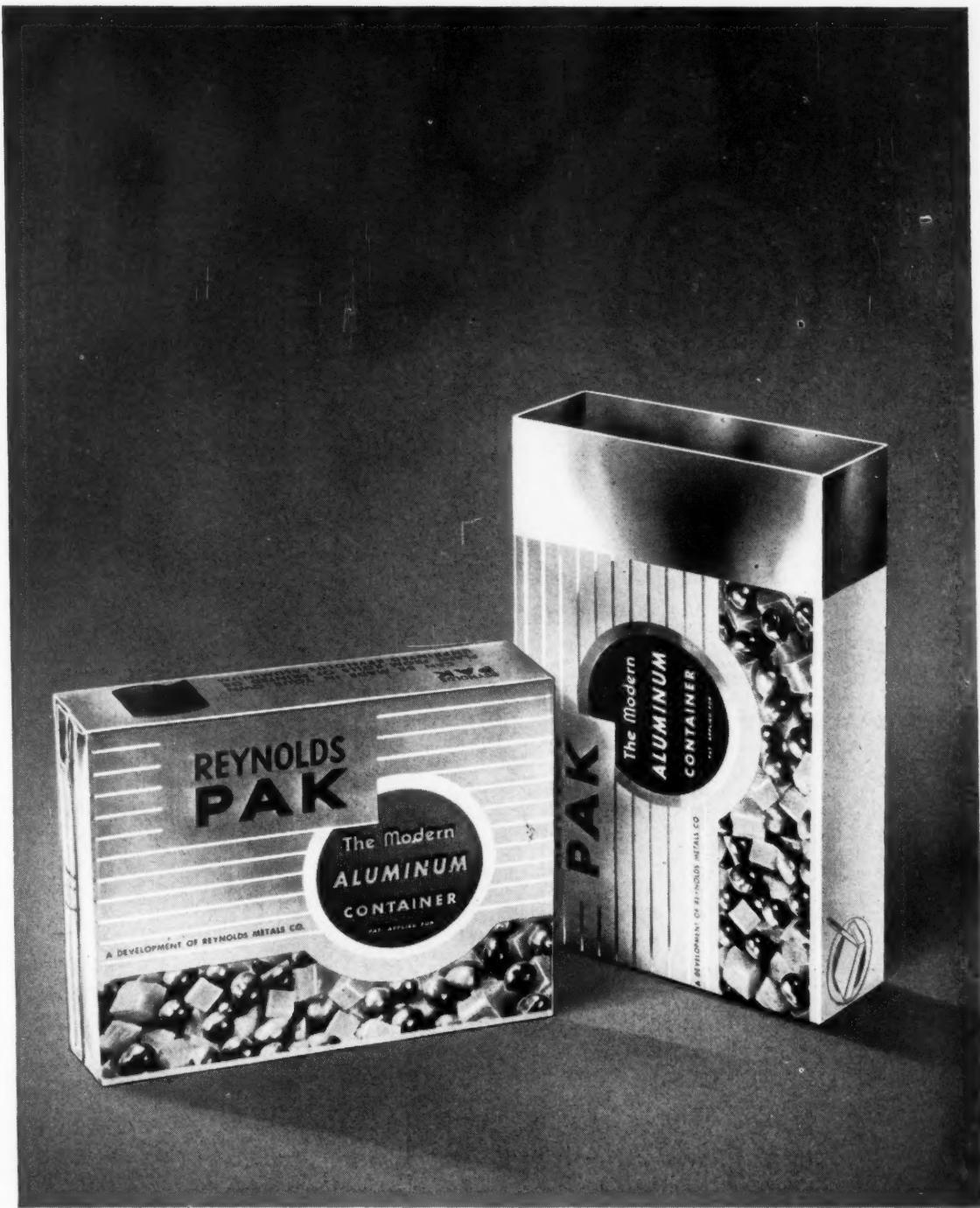
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260 Richmond St., W.

Pacific Coast Representatives
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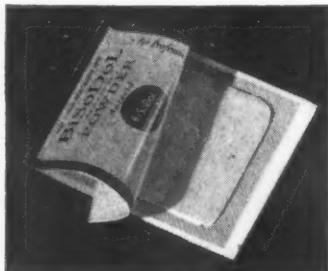
TO PROTECT PERFECTLY AND TO DISPLAY Dramatically

**REYNOLDS
PAK**

Formed from a single sheet of gravure-printed aluminum and crimp sealed on side and ends by a single automatic machine now available to packagers. Requires no liner or wrap. Reynolds Pak adds new cost-saving efficiency to unequalled protection and display value. It bars passage of moisture vapors, light, air, odors. Completely non-absorbent...liquid tight. Cuts freezing time $\frac{1}{3}$ to $\frac{1}{2}$. Gives your product the self-selling magic of extra brilliance and richer color. Write for details. Reynolds Metals Company, Richmond 19, Va.



Packers, Manufacturers: "REYNOLDS WRAP", aluminum in handy kitchen rolls, is daily demonstrating aluminum's superiority for protective packaging in the households of America. Get on the aluminum bandwagon!



A superb plant, in full operation with every labor-saving device, a seasoned and well-trained personnel—100,000 square feet of light, hospital-clean space with air-conditioned areas for controlled packaging—storage rooms, complete and adequate shipping facilities—an astounding capacity of over 10,000,000 units daily—together with the brains and creative know-how of an organization which has, for over 25 years, been responsible for many of the outstanding packages in the industry.

It's yours just as truly as though it were laid down next to your production department. It's a Packaging Plant which will render you complete service—storage, packaging, package assembly, and drop shipment. It will give you the outstanding advantages of *Sanitape-Sealtite Contract Packaging and it's ready to start work for you tomorrow—whether your requirement is 5,000 or 500,000,000 packages—pills, tablets, capsules, powders or creams.

For further details and complete information pertinent to your particular demands, please write us today.

Sanitape-Sealtite

IVERS-LEE COMPANY • 215 CENTRAL AVE • NEWARK • N.J.

*Sanitape-Sealtite is a unique method for packaging pills, tablets, capsules, creams and powders, by which each unit or unit-dose is sealed in its own air-tight compartment—assuring complete protection and maintained efficacy. Packages, machines and methods fully covered by U. S. and Foreign Patents and Patents Pending.





Design Molded Caps

**make your standard containers
more distinctive**

By topping your standard cosmetic or drug container with one of Armstrong's "F" Design Molded Caps, you give your package a distinctive appearance, high in eye appeal. These highly adaptable caps are made in a wide range of sizes that can be used on various shaped standard containers and at the same time present a strong family package resemblance.

Try this new Armstrong's Artmold Cap on your package and see for yourself how it imparts an air of quality. "F" design caps are strong and durable, won't chip or crack, are non-corrosive, and are finished to a high luster. For prices, samples, and information on deliveries, address Armstrong Cork Company, Glass and Closure Division, 5912 Prince Street, Lancaster, Pennsylvania. Artmold Caps are available for Export sales.



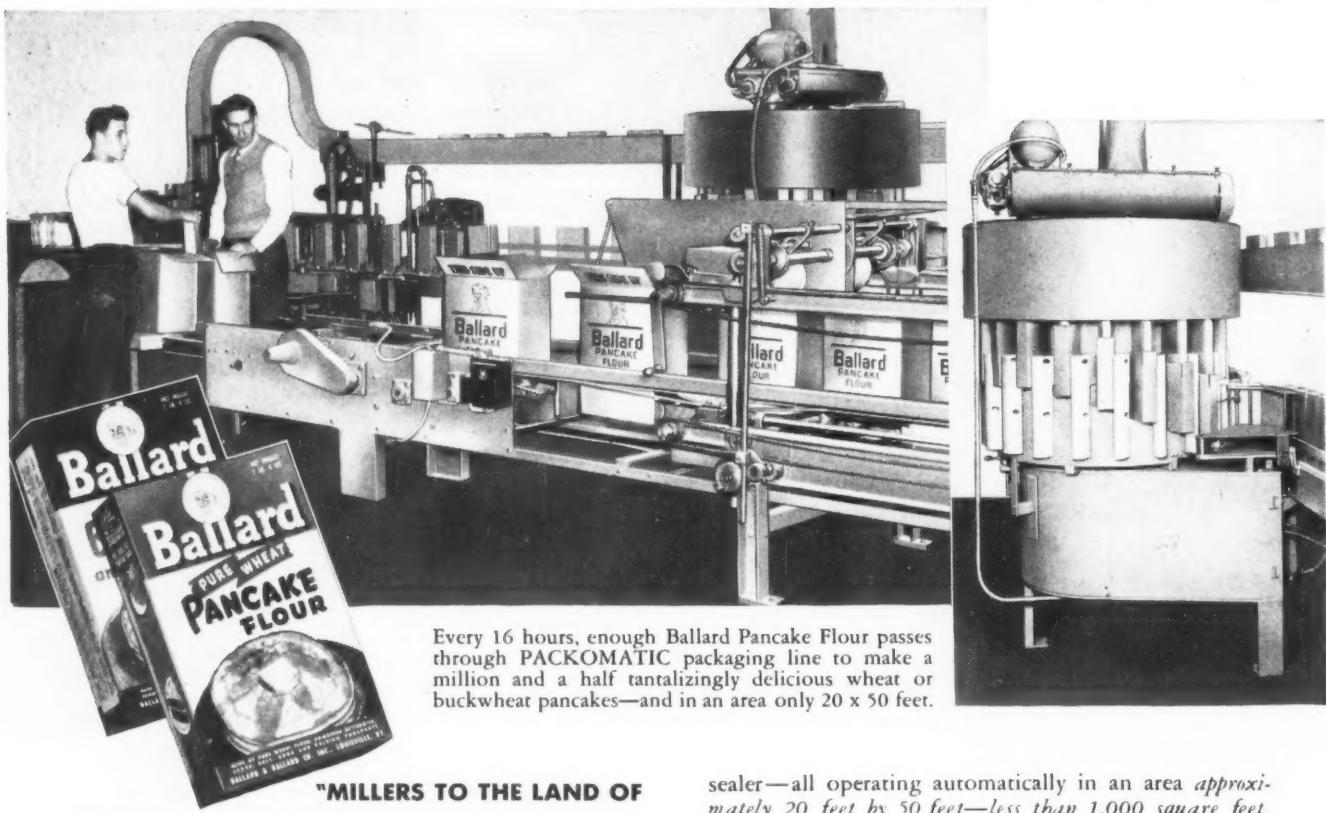
ARMSTRONG'S
Artmold CAPS
PLASTIC

WEST COAST REPRESENTATIVE: I. F. SCHNIER CO., INC.,
SAN FRANCISCO 7 AND LOS ANGELES 12

1,500,000

PANCAKES DAILY

**...speeded to the world's
breakfast tables with the help of
PACKOMATIC**



Every 16 hours, enough Ballard Pancake Flour passes through PACKOMATIC packaging line to make a million and a half tantalizingly delicious wheat or buckwheat pancakes—and in an area only 20 x 50 feet.

"MILLERS TO THE LAND OF DIXIE" use PACKOMATIC Packaging Line to Save Time . . . Labor . . . Space . . . Money

If you package flour—or a prepared mix of flour consistency—you will want to know how Ballard & Ballard, Louisville, Ky., uses PACKOMATIC packaging equipment to help get their pancake flour to the nation's breakfast tables fresh . . . fast . . . and in packages that show no evidence of long, hard travel from shipping platform to pantry shelf.

Ballard & Ballard's pancake flour packaging line consists of a PACKOMATIC top & bottom carton sealer with carton feeder, operated in conjunction with a PACKOMATIC telescoping volumetric filler and a Model D top and bottom shipping case gluer and

sealer—all operating automatically in an area approximately 20 feet by 50 feet—less than 1,000 square feet.

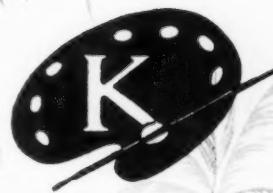
Carton feeder automatically removes knocked-down, shell type 20 oz. cartons from carton magazine, overscores and places them on moving forms for bottom sealing; following which they are conveyed through the telescoping filler. Filled cartons are then conveyed back to the carton sealer for top sealing. Filled and sealed packages are carried automatically to Tight-Wrap labeling machines; following which they are packed into corrugated cases which are automatically glued and sealed in a PACKOMATIC Model "D" shipping case sealer.

The fully automatic line is equipped with safety switches and devices for automatic starting and stopping. Carton filling is dustless, accurate. No product waste.

PACKOMATIC is proud of the part it plays in getting Ballard & Ballard products to market—happy to tell you more about this and other PACKOMATIC packaging achievements that may help you with either a new project or the modernizing of present equipment. J. L. Ferguson Co., Rt. 52 at Republic Ave., Joliet, Ill.

PACKOMATIC
PACKAGING MACHINERY
T. M. REG. U. S. PAT. OFF.
J. L. FERGUSON CO. JOLIET ILL

Chicago • New York • Boston • Philadelphia
Baltimore • Cleveland • Denver • New Orleans
San Francisco • Los Angeles • Seattle • Portland
Tampa • Dallas



Clemes

KUPFER

It's PLUME

Write now
for free samples
and prices

PLUME needs no adjectives. It was designed to attract eyes, to create an impression of basic product worth and to look beautiful. We think you'll agree that it does all three jobs superbly.

PLUME is obtainable in a number of suave modern color combinations. We will have a reasonable inventory. Moreover, we've made arrangements to insure continuous replenishments from our mill.

Sample Shown, is our Plume #5002

KUPFER BROS. CO.

4 ASTOR PLACE, NEW YORK 3, N. Y.

Manufacturers of Surface Coated Papers Since 1845

KUPFER BROS. PAPER CO. Southwest Representatives: MODERN PACKAGINGS EDWARD M. MARKS CO. GRAHAM-JONES PAPER CO. Canadian Representatives:
145 West Hubbard Street 1214 S. Akard St. 8334 West Third Street 730 North Myrtle Ave. E. H. WILKINSON & CO., Limited
Chicago 10 Dallas 1, Texas Los Angeles 36 Jacksonville 4, Fla.
Illinois California 215 Victoria Street
Toronto, Canada

Branches in: BOSTON • PHILADELPHIA • SEATTLE • SAN FRANCISCO

I PREFER 'CEL-O-SEAL' PROTECTION FOR SPREADS!"

REG. U. S. PAT. OFF.

say 68% of housewives*

"Cel-O-Seal" is sanitary." This reason was given more often than any other by housewives who preferred "Cel-O-Seal" on spreads. By satisfying sanitation-conscious shoppers, you'll earn extra good-will!

"Cel-O-Seal" insures freshness." In a nationwide survey, housewives rated this second highest on the list. When you seal with "Cel-O-Seal," you tell the shopper you're helping to insure top quality!

"Cel-O-Seal" helps make product tamper-proof." Women like to feel that the products they buy are free from sampling and sniffing. You can help to give them this assurance by sealing your package with "Cel-O-Seal"!

"Cel-O-Seal" helps make product air-tight." Primary closures don't come loose when secured with "Cel-O-Seal." Women appreciate this added safety factor and place it high on the list of advantages!

ADD THIS SALES BOOSTER TO YOUR PACKAGE

You'll give your package a plus in protection . . . and extra merchandising appeal, too. Du Pont "Cel-O-Seal" adds that something special that makes for bigger sales.

"Cel-O-Seal" cellulose bands come in a wide variety of colors and color combinations. Can be indelibly printed with your name or sales message. Easily applied!

See how your product looks sealed with "Cel-O-Seal." Just send us a sample and we'll return it promptly, sealed for sales with "Cel-O-Seal," together with a copy of the survey report. E. I. du Pont de Nemours & Co. (Inc.), "Cel-O-Seal" Division, Wilmington 98, Delaware.

* According to recent nationwide survey among housewives scientifically selected to represent a sound economic cross-section of American consumers.



DU PONT "CEL-O-SEAL" BANDS



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



...and a Happier New Year

A lot of men—and women, too—are going to walk and rest more comfortably in 1949 thanks to record breaking sales of quality footwear made by the boot and shoe industry this year.

Practically every unit of this two billion dollar industry is packaged in set-up boxes—over four million boxes last year.

Sales go hand-in-hand with set-up boxes. Investigate today the sales potential of your product in a set-up box. See your nearest set-up box manufacturer.

For free book—"Versatility Gives Set-ups more Sales", write NPBMA, Liberty Trust Bldg., Philadelphia, Pa. or ask your manufacturer for a copy.



NATIONAL PAPER BOX MANUFACTURERS

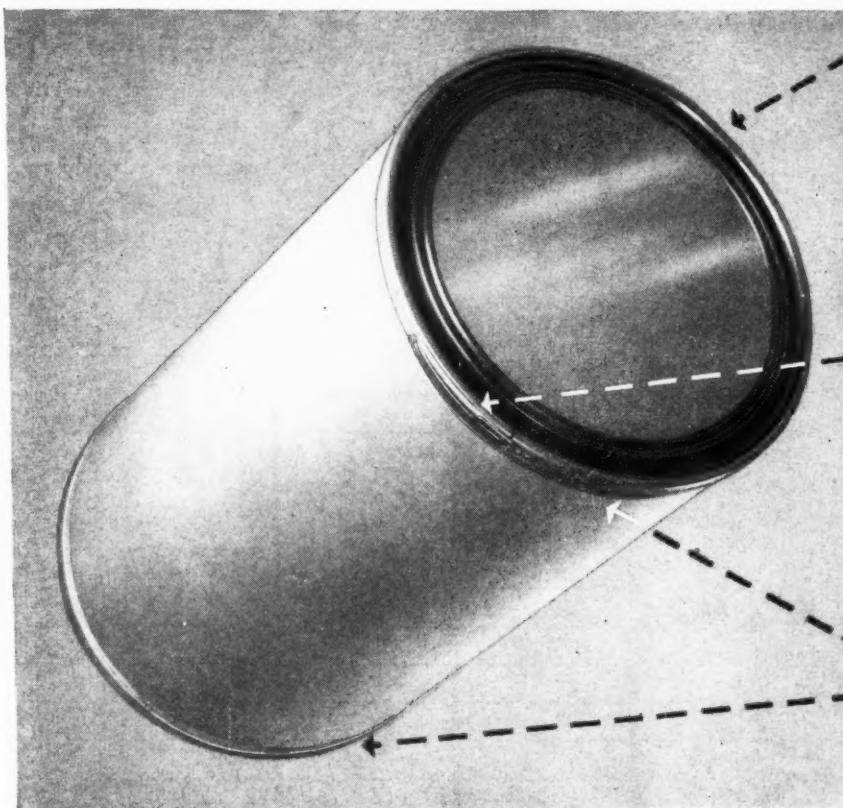
Association

AND COOPERATING SUPPLIERS

Liberty Trust Building, Philadelphia, Penn.

ANNOUNCING continental's improved **LEVERPAK DRUM**

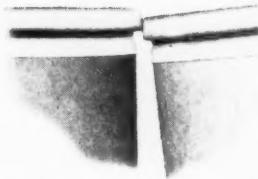
*with "flat contour" locking band
for better stowing and shipping*



Here is the best-looking, most serviceable fibre shipping drum we have ever produced. From its newly designed cover—secured by the new "flat contour" locking band—to its easy stacking base, the improved Leverpak drum is engineered for rugged use and re-use.

If you have a dry product to ship, the improved Leverpak is the drum to ship it in—for greater product protection, easier handling, better appearance and all around efficiency.

May we send you the full details on the Leverpak drum and its shipping mates, the all-fibre Fiberpak drum and the redesigned metal-end Stapak drum? A postal card will bring you the full story without obligation.



NEW! The smooth, flat contour of the new, wide locking bands insures compact loading and safer riding in transit.



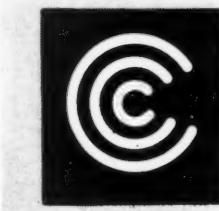
NEW! Here's the most convenient locking device you've ever seen on a fibre drum. Easy to open, easy to close—and it can't open by itself.



NEW! Metal chimes now flash butt welded for greater strength and neater appearance.



NEW! Advances all along the line—improved materials, processes, techniques and equipment.



CONTINENTAL CAN COMPANY
The Container Company Division

VAN WERT, OHIO

SALES OFFICES: NEW YORK • PHILADELPHIA • CHICAGO
CLEVELAND • PITTSBURGH • ST. LOUIS • LOS ANGELES

EVERY YEAR



41 42 43 44 45 46 47 48

R FOR 8 YEARS . . .

More eyes have reached for more products in cartons of Coated Lithwite*^{*}

(the quality, clay-coated board, plus!)

HOW has *Coated Lithwite* climbed to the position it holds, today? Why is it considered by so many carton buyers as the *standard of comparison* for eye-catching brightness, for outstanding printing, folding and sealing qualities? It's something *more* than the modern-day process which Gardner-Richardson uses

to make this quality clay-coated board. And that "something more" is the skill, knowledge and perfected techniques that come *only with experience*. Gardner-Richardson has 8 straight years of that experience with *Coated Lithwite* . . . with over 90 years of board-making experience to back it up.



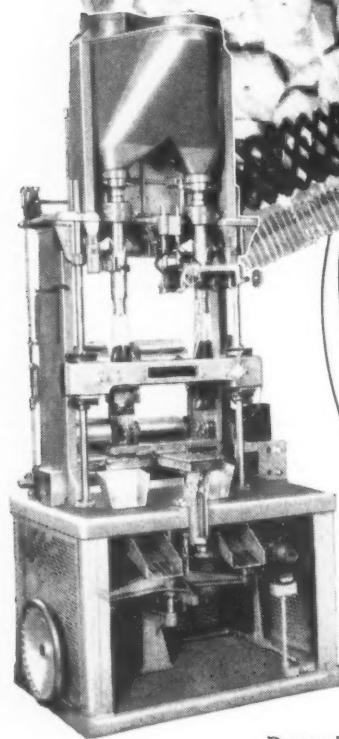
Like more details about *Coated Lithwite*? Like to know how it may help give your product the important point-of-sale plus *every* product needs, today? Write.

THE GARDNER-RICHARDSON CO.

Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

*Reg. U.S. Pat. Off.

Sales Representatives in Boston, Chicago, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, St. Louis



Protection + Attraction

The ideal package widely used for food
products of many types.

STOKE S & SMITH Co

Packaging Machinery

Paper Box Machinery

Frankford, Philadelphia 24, U. S. A.

A wholly owned subsidiary of Food Machinery and Chemical Corporation



"Better machines for better packages"



New!

ANODEX HR LATEX

... the only known stable latex compound that combines

- ★ HEAT RESISTANCE
- ★ CHEMICAL RESISTANCE
- ★ ELONGATION
- ★ TENSILE STRENGTH

★ Here is another important American Anode development that may help you produce new products, improve old ones, and do the job better at lower cost. It is Anodex HR Latex — a heat resisting latex that combines properties formerly unavailable in a stable latex compound.

Anodex HR Latex can take heat up to 400° F., even where solvents are involved. It has an exceptionally high chemical resistance. It can be elongated up to 1,000 per cent, and has tensile strengths up to 2500 pounds per square inch. Important, too, is its ability to take care of conduction of hot liquids.

Here's a typical example of its advantages: used in a gasket, it provides elongation and tensile strength where other commonly used materials give inadequate service.

Anodex HR Latex is supplied in stable compounds. Furnished in drums. It can be spread and applied just like any other latex. American Anode engineers will be glad to cooperate with laboratory tests—to determine how you can profitably use it. For complete information, please write Dept. AC-5, American Anode, 60 Cherry St., Akron, Ohio.

JUST SOME OF THE USES OF
ANODEX HR LATEX—
DO THEY SUGGEST MORE TO YOU?

Textile Coating
Paper Coating
Asbestos Coating
Radiator Hose Fabric
Ironing Board Covers
Plating Racks
Spark Plug Covers

AMERICAN ANODE

CLUDE AND AMERICAN RUBBER LATICES, WATER CEMENTS AND SUSPENSIONS
DECEMBER 1948

wider acceptance for your
creams, pastes,
powders, liquids,
in WIRZ tubes . . .

attractive, sanitary,
easy-to-use



More and more consumers will respond to the appeal of your products—creams, pastes, powders or liquids — when you package them in WIRZ Collapsible Metal Tubes. These self-dispensing units are designed to afford full protection for their contents, to assure high eye-appeal and to add convenience in use.

Let us help you plan a WIRZ Tube that will embody all these proved merchandising features. They will give you a safety margin in competitive markets.

New York 17, N. Y.
50 E. 42nd St.

Chicago 4, Ill.
80 E. Jackson Blvd.

Memphis 2, Tenn.
Wurzburg Bros.

Havana Cuba
Roberto Ortiz Phanos

A. G. Spilker
Los Angeles 14, Calif. 1709 W. 8th St.
Exposition 0178—California

Fourth & Cole Sts.,
CHESTER, PA.

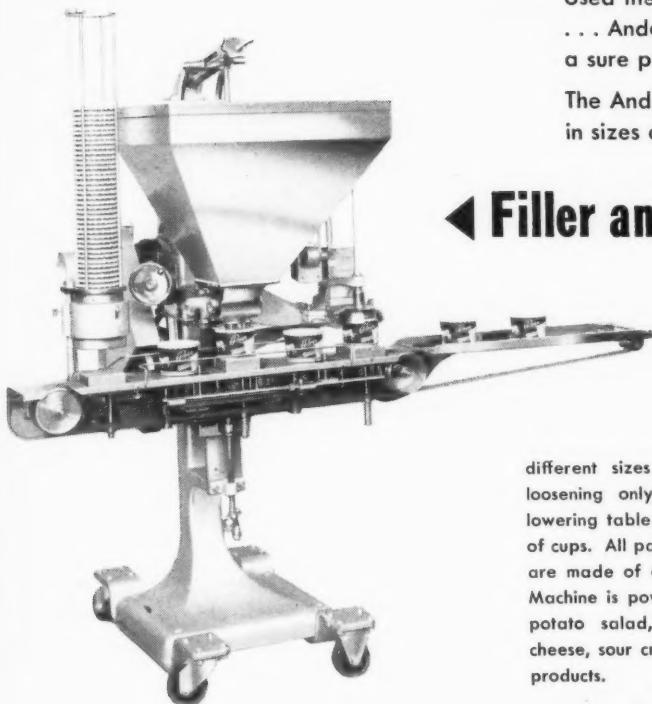
Export Division
755 Drexel Bldg., Phil. 6, Pa.

Collapsible Metal Tubes • Lacquer Linings • Wax Linings • Westite Closures • Soft Metal Tubing • Household Can Spouts • Applicator Pipes • Compression Mol

3, Pa.
son Mol

Collapsible Metal Tubes • Lacquer Linings • Wax Linings • Westite Closures • Soft Metal Tubing • Household Can Spouts • Applicator Pipes • Compression Mu

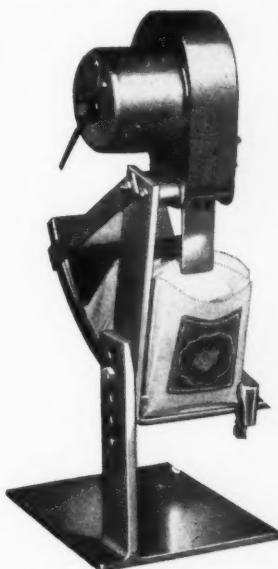
THESE FAST-ACTING *Fillers* SPEED-UP PACKAGING OPERATIONS



◀ Filler and Capper No. 34F

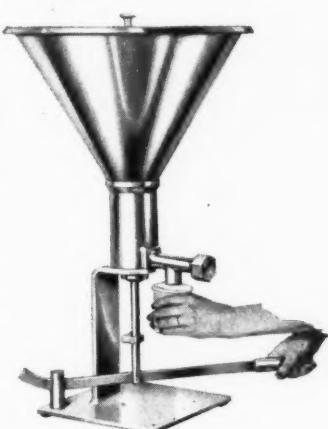
Handles automatically any size and make of nesting round cup, with inset lid, up to and including pints. Speeds up to approximately one cup per second. Attachments for

different sizes of cups are easily changed by loosening only three wing nuts and raising or lowering table to compensate for different heights of cups. All parts that come in contact with product are made of either stainless steel or nickel silver. Machine is powered by $\frac{1}{2}$ H.P. motor. It handles potato salad, baked beans, gelatine, cottage cheese, sour cream, ice cream and numerous other products.



Bagger No. 134 ▲

Low in cost, easy to use, designed to handle bagged products with a minimum of effort at a maximum of speed. Simple adjustments for height . . . tilting forward or backward enables operator to set machine at easiest position. Stainless steel trough with capacity of 200 bags. Adjustable to bag sizes. Blower keeps bag clean and free from foreign matter.



Hand Filler No. C-2 ▶

Designed to fulfill the needs of both large and small plants. Very practical for specialty departments in large plants . . . for smaller plants, it serves as complete packaging equipment as it will fill all sizes and shapes of jars, bottles, tubes, and cans. Handles cosmetics, drugs, ice cream, paints, etc. No. C-2 is the vertical piston type with high alloy piston ring which is easy to clean. Stainless steel hopper of 5 gallon capacity. Quick adjustment enables an operator to set the machine for any volume desired.

GET ALL THE FACTS ABOUT THIS TIME SAVING EQUIPMENT



Use this Handy Coupon Now!

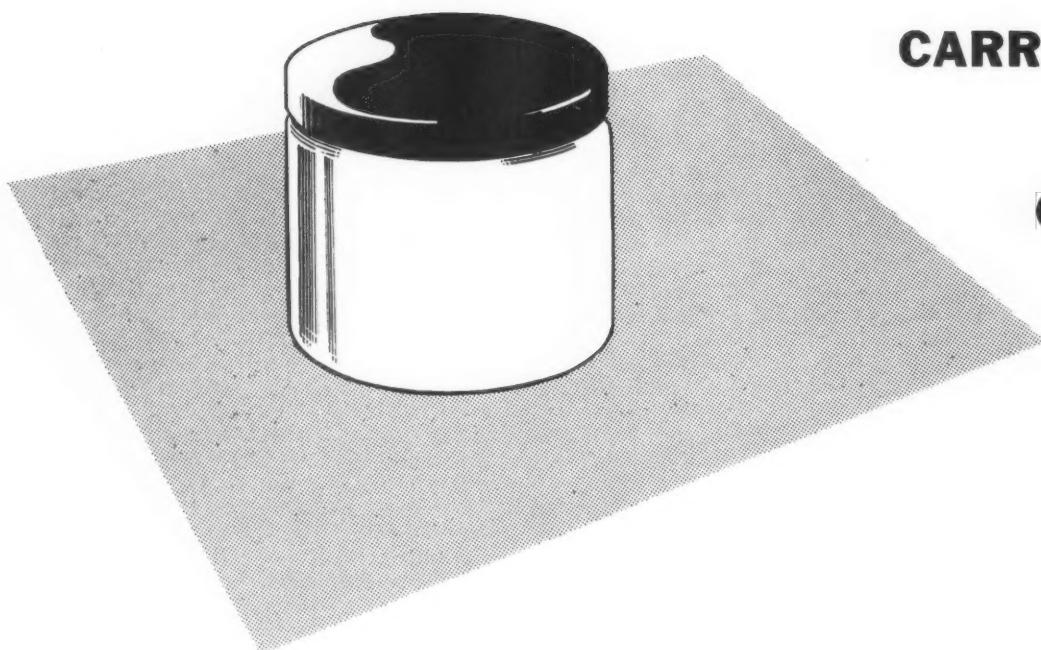
ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 12-29

Name.....

Address.....

Many leading manufacturers specify



CARR - LOWREY

OPAL JARS

They meet the most exacting packaging

requirements. They are exceptionally white and opaque. They lend themselves admirably to attractive display. Carr-Lowrey Opal Jars are available for prompt delivery in a complete range of sizes from $\frac{1}{2}$ oz. to 16 ozs.



Factory and Main Office: **BALTIMORE 3, MD.**

New York Office: **40 WEST FORTIETH STREET** • Chicago Office: **1502 MERCHANDISE MART**



HOW TO MAKE FOLKS DROOL

These national packers have learned the trick! They use complete transparency. They make shoppers hungry by using shrewdly-designed Dobeckmun bags or overwraps, for effective protection and mouth-watering appetite appeal.

We can apply the same creative ability to your packaging problems. Our 293 "STANDARD SIZES" of plain or printed, transparent bags are practical and economical. Attractively printed film in sheets or rolls may be the best answer. Or, wax-combined "TRITECT" gives greater toughness with full transparency. For the finest, flexible, moisture-proof pro-

tection, ask about "METALAM" combination of film and foil, beautifully color-printed.

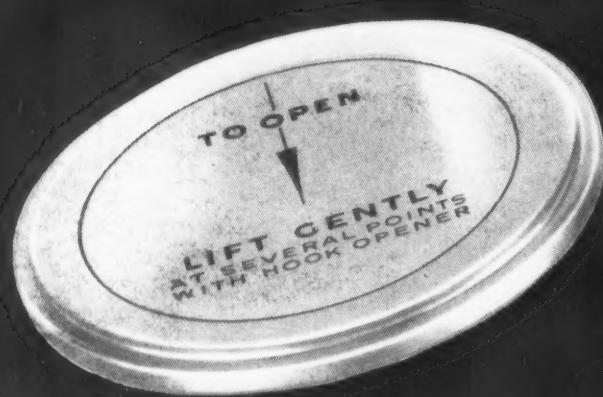
Send us samples of your present products and packages for intelligent suggestions. *The Dobeckmun Company, Cleveland 1, Ohio. West Coast Division, Berkeley 2, California.*

Branches: Atlanta, Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, Portland, St. Louis, St. Paul and Seattle.

Representatives everywhere

DOBECKMUN
• Self-selling packages in processed films and foils •

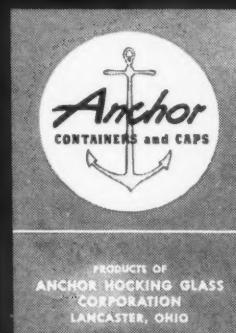
Peaks of security...



ANCHORVAC* T CAPS securely seal thin blown or thin pressed tumblers having straight, flared or bead finish sides. A positive, tamper-proof, permanently effective seal is assured whether vacuum sealing, hot packing, sterilizing or processing. The seal is mechanically formed well below top edge of container by compressing skirt of cap so flexible sealing gasket is forced into a tight, even contact with side of container finish. Foot, semi-automatic or automatic type Anchor sealing machines are available at nominal rentals to apply caps at speeds ranging from 20 to 125 per minute.



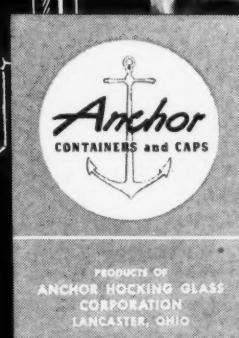
The lofty, rugged Peaks of the Alps have always meant security for Switzerland.



IT'S *Anchorvac T Caps*
FOR THE PEAK OF SECURITY

It's Glass for sales...

OVER the years sparkling Anchorglass containers have helped to quickly and successfully introduce hundreds of food products and to step up the sales of as many more. They can and will do the same for you. That's because glass makes a most dramatic package. It shows the contents with all their tantalizing eye and appetite appeal . . . invites inspection . . . whets desire . . . promotes impulse sales. The proven way to quickly, economically and effectively introduce new products, open new markets or bolster sales of existing lines is to pack in glass . . . in Anchorglass.



AND IT'S Anchorglass*
FOR REPEAT SALES

Look what you get with Patapar:

IDEAL FOR:

- **Butter wrappers**
- **Ham boiler liners**
- **Deep freeze wraps**
- **Fish wrappers**
- **Milk can gaskets**
- **Oleomargarine
wrappers**
- **Cheese wrappers**
- **Can liners**
- **Vegetable wraps**
- **Bacon wrappers**
**and hundreds
of other uses**

PROTECTION

Patapar Vegetable Parchment gives you a packaging material that really protects. It has high wet-strength. It resists grease. It is made to keep foods fresh and appetizing.

SALES APPEAL

Patapar has a rich white texture that does wonders in dressing up a product. It helps make friends. Helps make sales.

PRINTING SERVICE

Patapar can be printed exquisitely with bright colors and arresting designs. We do the printing in our own plants which are specially equipped for printing Patapar economically by letterpress or offset lithography.

KEYMARK

When you use printed Patapar wrappers you can have the extra advantage of the Patapar Keymark at no extra cost.

This nationally advertised symbol on your wrappers reminds people that your product is well protected.



CHOICE OF 179 TYPES

If you need a special type of Patapar we can give it to you. For there are 179 different types of Patapar. This family of types is produced to meet varying requirements of wet-strength, grease-proofness, moisture vapor transmission, thickness, translucency and many other characteristics.

*Reg. U. S. Pat. Off.

Paterson Parchment Paper Company • Bristol, Pennsylvania

Headquarters for Vegetable Parchment Since 1885

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON ST., CHICAGO 2, ILL.



if it's for Borden's it's got to be good

"Got to be good, if they're for Borden!" exclaims Elsie ecstatically, describing the new rigid plastic containers adopted for packaging Borden's famous Gruyere and Cheddar cheeses. Both containers—odorless, non-toxic, dimensionally stable, shatterproof—are products of Tri-State's exclusive injection molding techniques.

In considering your packaging problems, be guided by the example of Borden and consult us. Tri-State Rigid Plastic Boxes, made in one piece are available in crystal-clear, translucent and opaque forms, and in all the colors of the spectrum. They afford the ideal packaging medium for a multitude of items...and, when empty, make handy boxes for the household.

We are equipped to produce to your specifications, or in a wide range of stock sizes and shapes. Our molding process, eliminating the high costs of fabrication, plus our extensive design and production experience, will help you to achieve your exact requirements at lowest cost.

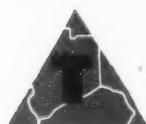
NOTICE: We are the sole inventors and originators. Patents have been applied for on all these designs and infringers will be prosecuted.



Molded from crystal-clear, pure polystyrene, for Borden's Gruyere Cheese—Excellent visibility in showcase—Complete protection against moisture, acids, dust and handling. "Dual display" shows Borden label through one side and the foil-wrapped cheese portions through other. Cost of packaging reduced—gum labels, sealing tape, etc. eliminated! Re-usable—a useful accessory in the household.



Translucent and warm orange-yellow in color. Friction top "locks" with a twist, removes easily. Ideal container for cheese and other foodstuffs. Borden machine-fills this container directly with 1-lb. of Cheddar Cheese—making packaging fast and economical. Complete protection against all harmful agents normally encountered. When empty, suitable for a number of household purposes, including service in the refrigerator.



The best Rigid Plastic Boxes are Injection Molded by
TRI-STATE PLASTIC MOLDING COMPANY
HENDERSON, KENTUCKY

New York Offices: 12 E. 41st Street — Murray Hill 3-6572

"THE BETTER THE PRODUCT THE MORE IMPORTANT THE PACKAGE"

Gorgeous

IN 1912

OUTDATED IN 1949

Does your packaging have the modern touch that makes today's buyers stop, reach and buy? Acme's Ideaful Packaging is serving many of America's leading manufacturers.



CREATIVE FOLDING CARTONS
TRANSPARENT PACKAGING
INTRIGUING SET-UP BOXES
UNUSUAL MERCHANDISE COUNTER DISPLAYS
SPECIALIZED PACKAGING
MOULDED ACETATE DISPLAYS IN COLOR

PAPER BOX COMPANY

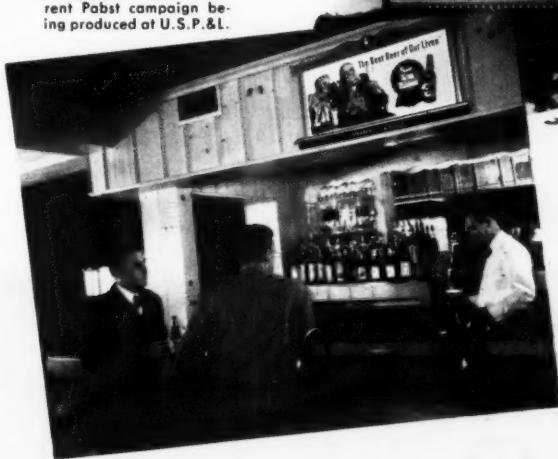
STATE AT SIXTIETH STREET • CHICAGO 21, ILLINOIS



BLUE RIBBON LITHOGRAPHY* for a Blue Ribbon Product!

The quality of a product should be reflected in its package and in its advertising. Guided by this principle, the Pabst Brewing Company has called on U.S.P.&L. for many years to produce lithographed packaging and advertising materials reflecting the high quality of its famous Blue Ribbon beer and ale. U-S color reproduction has exemplified blue ribbon quality for more than 75 years.

*OUTDOOR POSTERS
Right: An outdoor advertising poster from the current Pabst campaign being produced at U.S.P.&L.



*POINT OF SALE DISPLAYS
Above: Outdoor advertising messages are brought to the all important point of sale with miniature posters produced at U.S.P.&L.

*LABELS
Above: Labels for Pabst Blue Ribbon beer and ale are produced at U.S.P.&L., reflect product quality on the package.



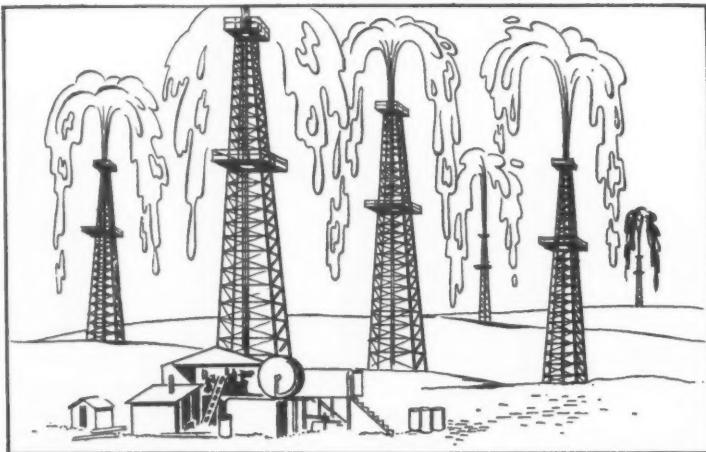
WRITE FOR PORTFOLIO "COLOR IN ADVERTISING"

This attractive full color portfolio entitled, "Look to Color for Greater Impact in Your Advertising," contains examples of the greater sales impact of fine color reproduction in outdoor posters, point of sale displays, direct mail, and other advertising material. Write for your copy today.

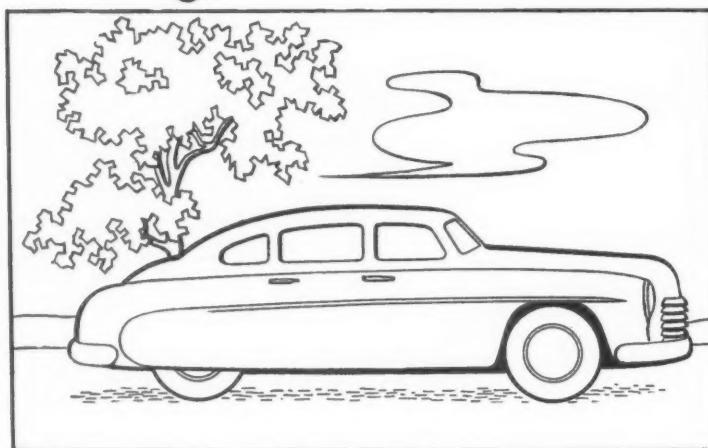


THE UNITED STATES PRINTING & LITHOGRAPH COMPANY
EXECUTIVE OFFICES: 804 BEECH STREET, CINCINNATI 12, OHIO * SALES OFFICES IN PRINCIPAL CITIES
5 GREAT "U-S" PLANTS PRODUCING HIGHEST QUALITY ADVERTISING AND PACKAGING MATERIALS

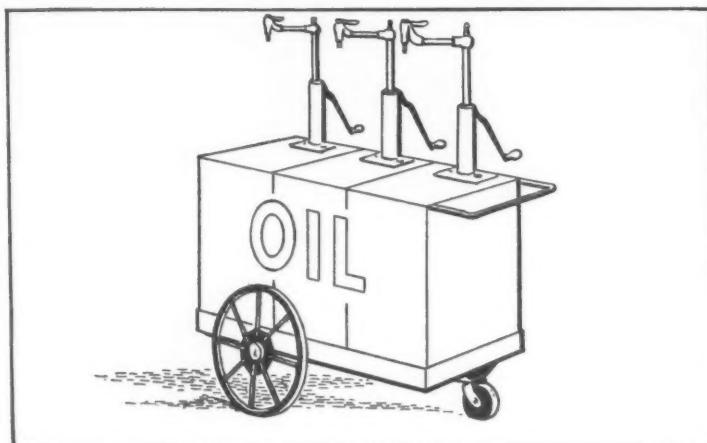
Why this...



now goes inside this...



without this...



ALMOST 30½ MILLION passenger cars were manufactured between 1932 and 1946.

In 1932, motorists bought close to 258 million barrels of motor oil. In 1941, motorists bought almost twice this much.

Hats off to the automobile and oil industries which made this dramatic progress possible!

Yet—believe it or not—there was a packaging problem in 1932 which, when solved, speeded up this progress.

The problem was to put oil in individual containers, sealed at the refinery, which maintained brand identity at point-of-sale . . . which were clean and easy to handle and open . . . and which could be nationally advertised to the ultimate consumer—the car-owner.

That problem was solved by the "Refinery Sealed" container . . . another Canco "first."

This is just one more example of how Canco-engineered packages have brought a product to more people more conveniently.

Can we do the same for your product?

AMERICAN CAN COMPANY

New York • Chicago • San Francisco

This trademark  is your assurance of quality containers. Look for it!



Artist — Morris Graves, native of Oregon

OREGON—annual purchases: \$1½ billion—mostly packaged.

CONTAINER CORPORATION OF AMERICA





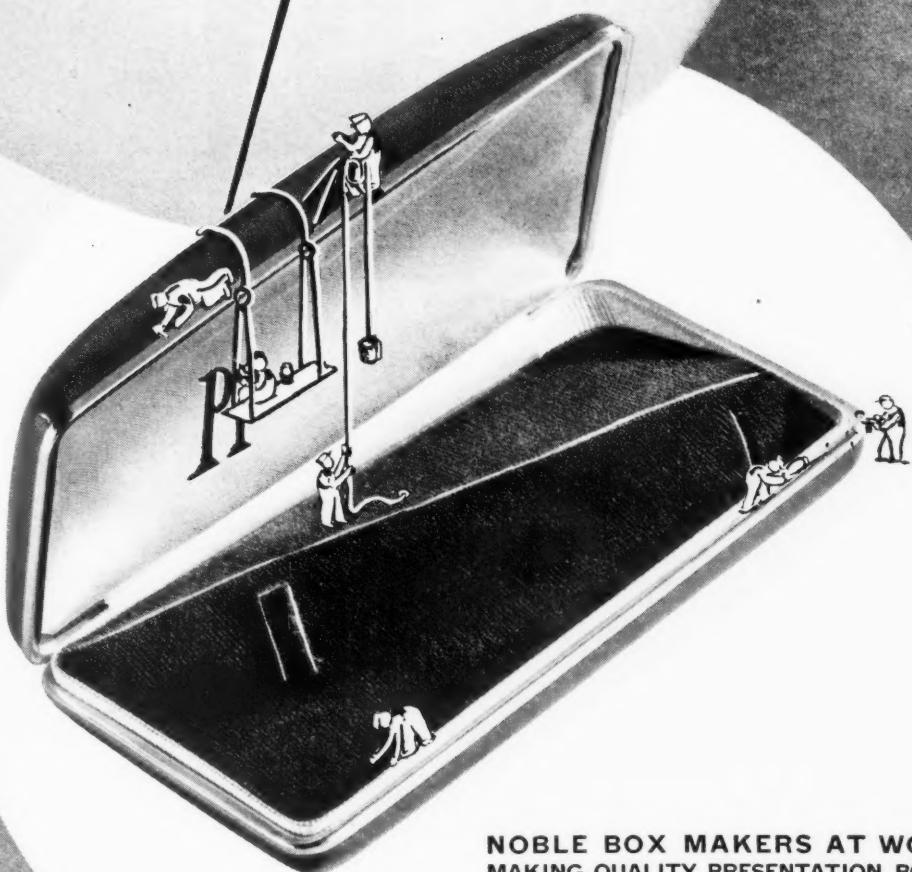
HAZEL-ATLAS GLASS COMPANY

Wheeling, West Virginia





presentation boxes by Noble



NOBLE BOX MAKERS AT WORK
MAKING QUALITY PRESENTATION BOXES
• MANY FOR NATIONALLY ADVERTISED
PRODUCTS • YOU ARE INVITED TO USE
THEIR SERVICES AND TO CONSULT WITH
US ABOUT PACKAGING PROBLEMS •
WE WILL GIVE CAREFUL AND PROMPT
ATTENTION TO YOUR INQUIRY.

.... F. H. NOBLE & COMPANY
GENERAL OFFICES and FACTORY

559 West 59th Street Chicago 21, Illinois

BRANCH SALES OFFICES:

NEW YORK
15 Maiden Lane

CHICAGO
29 East Madison Street

PROVIDENCE
111 Westminster St.



eason's greetings

One of the things we like best about this holiday season is the fine opportunity it gives us to extend warm and friendly greetings to all our friends.

Throughout the year, we have shared many burdens together, but this, we feel, has brought us all closer in our relationships.

And in the year which lies ahead, we are sure that all of us working together will make it a wonderful year.

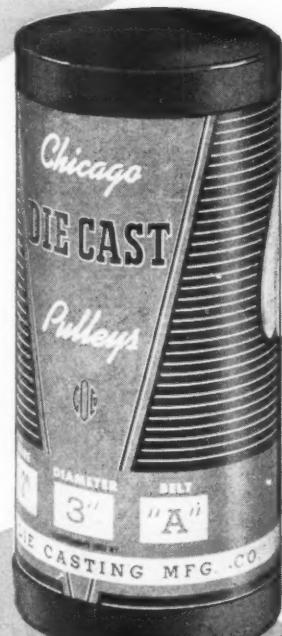
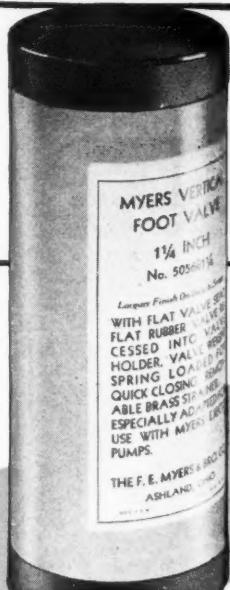
SAM LACHMAN
BARNEY NOVASEL
JOHN OWENS



achman-novasel paper corp.

109-111 GREENE STREET • NEW YORK, N. Y.

Products of endless variety use various types of CLEVELAND CONTAINERS, of which these are typical.



HERE ARE PACKAGES DESIGNED AND PRODUCED TO MEET THE NEEDS OF EACH MANUFACTURER!

That's the keynote of CLEVELAND CONTAINERS.

You have a product. It requires packaging for one or more dominant reasons . . .

. . . protection against careless handling,
. . . improved appearance that will mean more sales,
. . . the segregation of sizes . . . also for unit sales,
. . . minimum weight in transit . . . and many more
reasons.

Then consult . . . CLEVELAND CONTAINER CREATIVE DESIGN DEPT.

Our men are trained through long experience with similar situations to give you correct, constructive counsel . . . entirely without obligation.

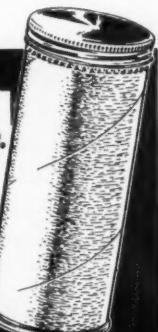
Ask us questions . . . and you be the judge . . . as to the value to you of our service.

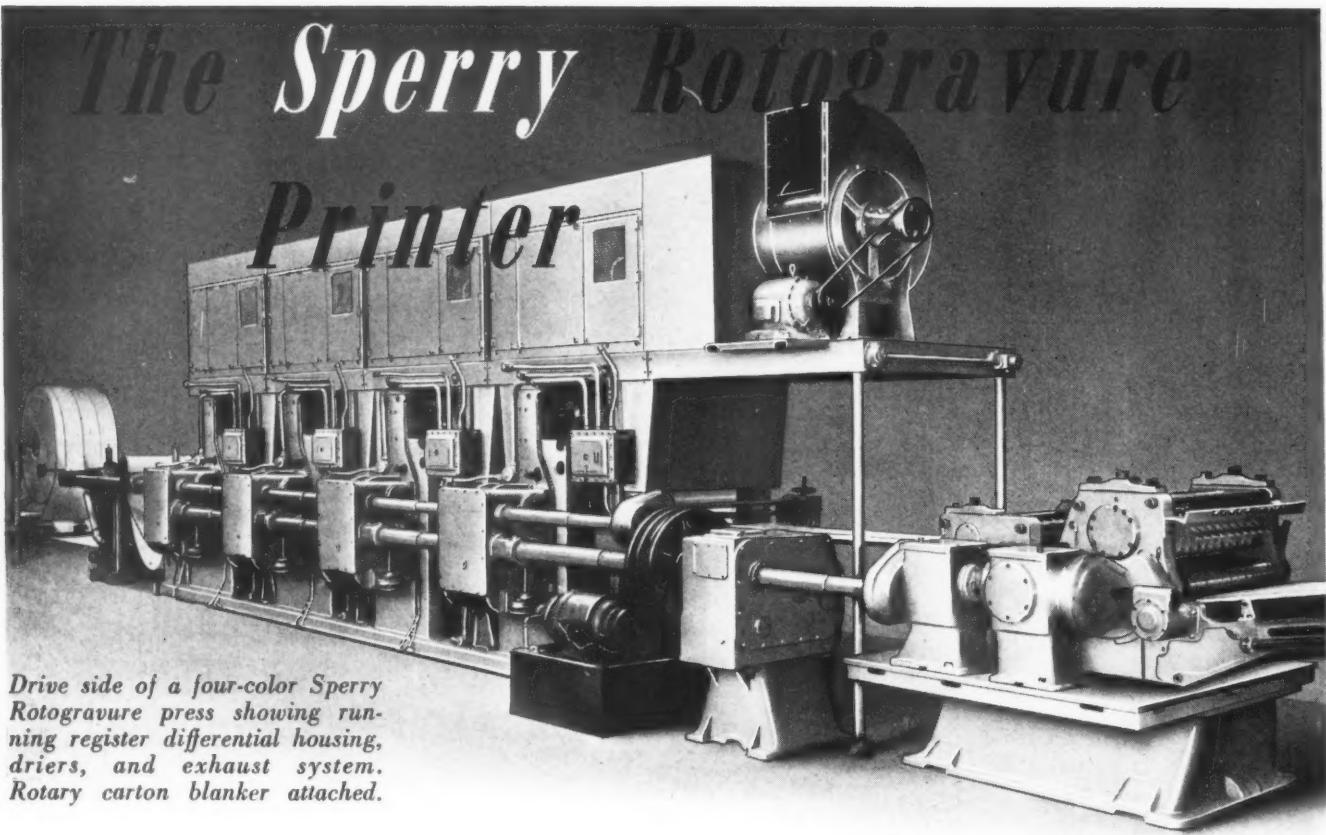
The CLEVELAND CONTAINER Co.

6201 BARBERTON AVE. CLEVELAND 2, OHIO

- All-Fibre Cans • Combination Metal and Paper Cans
- Spirally Wound Tubes and Cores for all Purposes
- Plastic and Combination Paper and Plastic Items

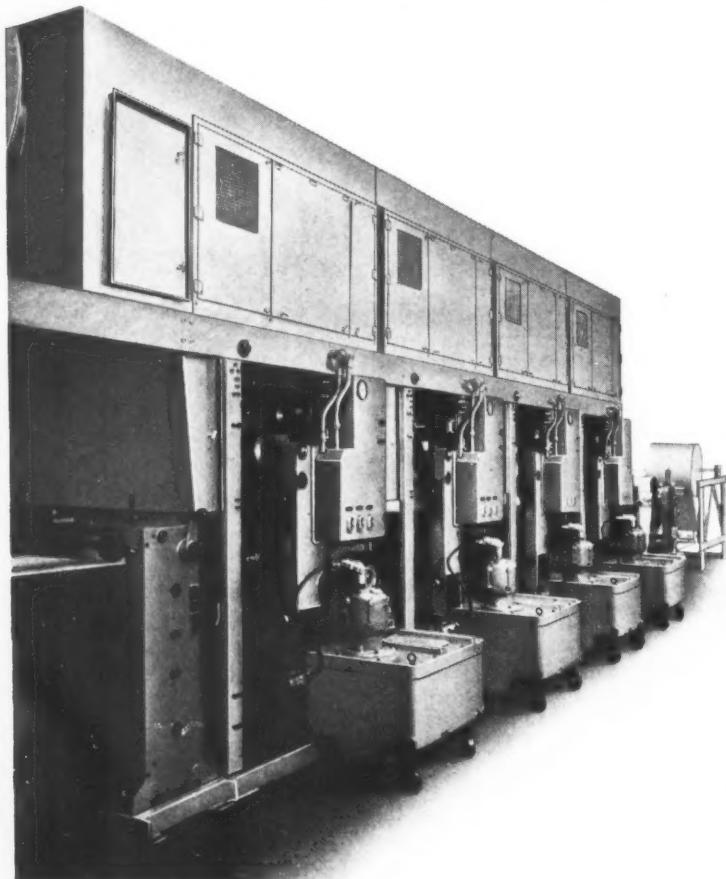
*
PRODUCTION PLANTS also at Plymouth, Wisc., Ogdensburg, N.Y., Chicago, Ill., Detroit, Mich., Jamesburg, N.J.
PLASTICS DIVISION at Plymouth, Wisc. • ABRASIVE DIVISION at Cleveland, Ohio
SALES OFFICES: Room 5632, Grand Central Term. Bldg., New York 17, N.Y., also 647 Main St., Hartford, Conn.
CANADIAN PLANT: The Cleveland Container Canada, Ltd., Prescott, Ontario





Drive side of a four-color Sperry Rotogravure press showing running register differential housing, driers, and exhaust system. Rotary carton blanker attached.

It is gratifying to report that the SPERRY ROTOGRAVURE installations now in operation are far exceeding original production expectations.



FORD INSTRUMENT proudly presents these famous names as users and purchasers of Sperry Rotogravure equipment:

Alton Box Board Company
General Foods Corporation
Hudson Pulp & Paper Corp.
National Folding Box Company, Inc.
Strawberry Hill Press, Inc.
Sutherland Paper Company
The Gardner-Richardson Company
The Ohio Boxboard Co.

Operator side of a Sperry Rotogravure press showing doctor blade accessibility and roll-away ink sump in running position.

FORD INSTRUMENT CO., INC.

A SUBSIDIARY OF
THE SPERRY CORPORATION

31-10 THOMSON AVENUE

LONG ISLAND CITY 1, N. Y.

MODERN PACKAGING

*Here's what Converters
are doing Today*



*with LUMARITH** TRANSPARENT FILM

PREPACKAGING. Prepackaging of fresh fruits, vegetables, meats and dairy products for self-service merchandising is the hottest thing in the 25 billion dollar food industry today. It's a hit with the consumer because it saves shopping time and insures fresh, uncontaminated food purchases.

PROGRESS. Much of the progress of prepackaging for self-service is due to the creative efforts of the converters—working closely with food men in the development of sales-appealing, practical packaging. And in case after case you'll find converters depending on Lumarith transparent film for the packaging qualities that spell success for this new method of merchandising.

BREATHING WRAP. Lumarith is called the "breathing wrap." Although it is waterproof and greaseproof, it allows the free exchange of oxygen and carbon dioxide, and thus helps to preserve freshness and flavor of the foods it protects.

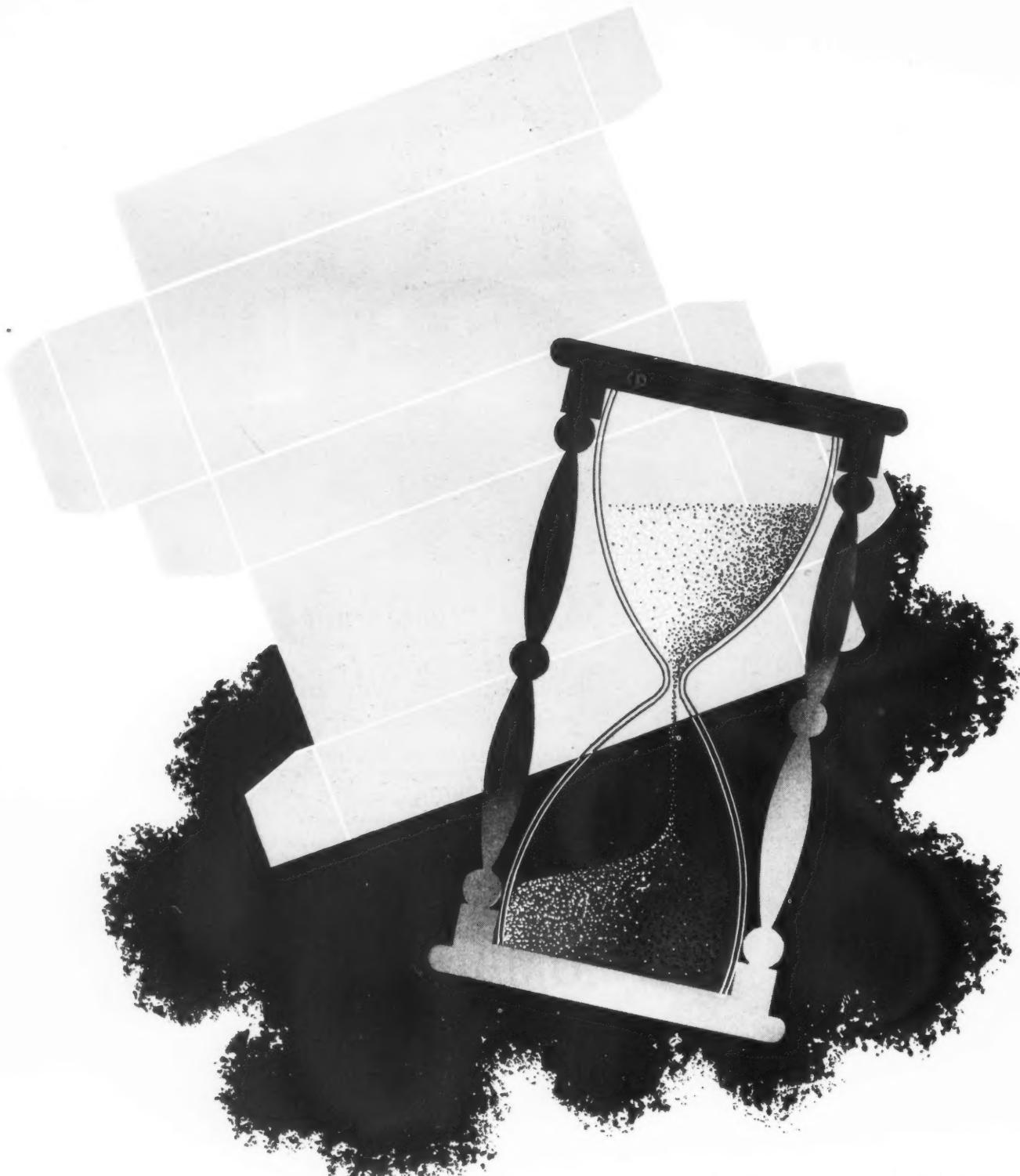
UNCOATED. In addition, Lumarith is an uncoated film that is heat-sealable on either side. This means speed and efficiency in packaging operations. Its permeability to moisture-vapor produces fogproof packages—even under refrigeration.

PLANS. What are your packaging plans? We will be glad to send you the names of converters experienced in the use of Lumarith transparent film. We're certain that you can make good use of their practical advice.

CELANESE CORPORATION OF AMERICA, Plastics Division, Dept. P-1,
180 Madison Avenue, New York 16, N. Y.

A
*Celanese**
Plastic

*Reg. U. S. Pat. Off.



EXPERIENCE



**CHICAGO
CARTON
COMPANY**

Time-seasoned to meet today's
problem for tomorrow's gain.

4200 SOUTH CRAWFORD AVENUE • CHICAGO 32, ILLINOIS

A Sales Promotion Technique*

FROM THE FILES OF CONSOLIDATED LITHO

Developed in collaboration with
Mr. JOHN J. SCHWED,
Advertising Manager of
Kinsey Distilling Corporation



PROBLEM: In a nutshell—the launching of a new advertising campaign and new labels for *Kinsey Gold Label* and *Kinsey Silver Label*—and how to promote them most effectively at the point of sale.

APPROACH: The extensive magazine and newspaper advertising planned for the new campaign featured the figure of a golden knight for *Kinsey Gold Label*, the same figure clad in silver armor for *Kinsey Silver Label* and the slogan, "That Noble, Noble Flavor!" Utilization of these symbols and the slogan was an obvious "must"—but armored knights like these are "scene stealers" of the first order. *The product, the brand name and the new labels*, therefore, required sufficient dramatization and prominence to hold their own with the known visual appeal of the advertising theme. The repetitive set-back arrangement devised

to carry the product depictions and the individual letters in the brand name provided the requisite balance in emphasis and added a note of pleasing formality. This design was used with telling effect in colorful window and counter displays for both *Kinsey Gold Label* and *Kinsey Silver Label*.

RESULTS: These specially designed displays merchandised the big ad campaign efficiently and successfully at the point of sale. Recognizing how well these units harnessed Kinsey's national advertising, pouring spots and package stores welcomed these displays—and the extra Kinsey sales they created.

MORAL: If you've seen nothing but stock answers to your point of sale problems—be they old or new—try Consolidated, the lithographers who make a specialty of ingenuity. If you wish a representative to call, write or phone our main office.

CONSOLIDATED Lithographing Corporation
1013 GRAND STREET, BROOKLYN 6, N.Y. Evergreen 8-6700

*SALES PROMOTION TECHNIQUES is the title of an interesting and provocative booklet published regularly by Consolidated Litho in the interest of helping management develop more effective promotional material. If you'd like a copy of the latest issue, write to our Dept. M-2.

Dependable as Helsinki



FINLAND, in her determination to pay her debts, to meet her obligations—no matter who went back on theirs or what her difficulties, has become a world wide synonym for dependability! Webster gives the definition "trustworthy."

That is the feeling—one of complete confidence, trust, that you may have in placing your carton order of any size or of any type with this solidly

established firm of carton manufacturers with whom precision uniformity has been the guiding principle for more than a quarter of a century.

It isn't the *first* cost that determines what your cartons *really* cost, but how smoothly they go through your automatic packaging equipment and with how little spoilage both of cartons and product.

THE GUILFORD FOLDING BOX CO.

Haven Street and Ashland Avenue • Baltimore 5, Maryland • Phone Orleans 2043

New York Office: 80 Maiden Lane • Phone: Whitehall 4-5848—5849

QUALITY CARTONS Faithfully Produced

The Errant Angels of RCA!

Last year, the Radio Corporation of America did its Christmas window shopping early . . . looking for a distinctive holiday display for the RCA Victor dealer, who seems to be a Man Who Has Everything, and doesn't believe in Santa Claus.

So Harry Haas, our home-loving art director, dreamed up a little girl angel . . . awfully cute, with blonde hair and halo, pink wings and a long blue dress. The RCA Victor people liked it fine, ordered oodles of



angels in five sizes, ranging from 30" Big Sister to 9" Small Fry . . . to be used in window and store displays, or just as stand-ins for that old Christmas spirit.

Well, when these RCA Victor angels reached our Finishing Dep't., they set up a few to see how they looked . . . and all our usually dependable high-class female help went crackers over the cardboard cherubs, took them away as souvenirs almost as fast as they were finished!

A day later when they checked the stock, it looked as if we might end up owing RCA Victor some angels! A couple of guards (both bachelors) were posted to keep out collectors. The order was barely filled, with only a dozen sets for files. The Finishing Dep't girls were very frosty—didn't get a single take-home angel!

* * *

Later we heard that RCA Victor had a similar souvenir problem . . . Unofficial, of course. A big company like RCA with public relations and so on, can hardly admit angel absenteeism in the stockrooms!

We also heard that RCA Victor dealers had to ride herd over these angels . . . A display man would stop to get a fresh mouthful of tacks, and when he turned around—some of his angels were missing! By Christmas Eve, those angels were scarce around RCA Victor stores.

But they turned up all over on Christmas trees, and in kids' stockings, hospitals, saloons and eggnog events in the suburbs during the holidays

* * *

This year we had a repeat order from RCA Victor on angels, assorted sizes. Wouldn't surprise us to get a repeat order next year, too, and see these RCA Victor angels become just as permanent a part of Christmas as jingle bells and Salvation Army Santa Clauses.

In years past, press capacity permitting, it has been our pleasure to produce for



friends, customers and connoisseurs as a Christmas keepsake, the work of eminent artists, such as Gordon Grant or Thomas Benton. This year, by generous courtesy of the copyright owners, we give you a special edition of RCA Victor's errant angel Small Fry, by our own Harry Haas.

Small Fry will top off the Christmas tree or stocking, grace your mantel or dinner table, be cherished by your kids.

Small Fry, special edition, without any commercial message or credit, is available on request to any reader of this artistic journal—one (1) only. Small Fry comes packed flat, can be assembled without an engineer or technician. Very simple, if you follow the directions printed on the . . . let's see, now . . . Miss Schwitterswist, will you bring in that little RCA Victor angel?

Well! . . . Our Miss S seems to have disappeared! Small Fry ditto! . . . What did we tell you?

Einson-Freeman Co. Inc.
Lithographers
with-the-heart-of-a-child.
STARR & BORDEN AVES., LONG ISLAND CITY, N.Y.



VISQUEEN*

FILM WRAPS UP

MORE SALES OF OLIV-ILO SOAP

FOR WRISLEY



These days—when women see something that offers more for their money—they GO for it fast!

So when Wrisley wrapped up 3 bars of Oliv-Ilo Soap in a smart-looking VISQUEEN film food bag—priced the package right—no wonder sales went a-zooming!

If you have a packaging problem that calls for the modern approach—find out what VISQUEEN film can do for you. It is waterproof, airproof, greaseproof, washable—100% pure, tasteless, odorless. Write us for samples and complete information.

VISQUEEN FILM A PRODUCT OF

VISKING CORPORATION

PRESTON DIVISION • TERRE HAUTE, INDIANA

MODERN PACKAGING

Package produced by Flexible Package Co., Chicago, Illinois.

*T.M. The Visking Corporation

Is your product one of "the 400"?

The "aristocrats" of packaging . . . St. Regis* Multiwalls . . . can put your product right up among the 400. We should say the 400 *plus*. Because today *over* 400 products are packaged in these sturdy dependable containers.

St. Regis Multiwall Bags are used for a wide variety of products in greatly varying industries. Many manufacturers have discovered that St. Regis Multiwalls offer the greater protection and extra economy that solve most packaging problems.

Your nearest St. Regis sales representative will be glad to discuss *your* packaging problem with you. Be sure also to ask about complete St. Regis Packaging Systems (Bag Filling Machines plus Multiwalls).

SALES SUBSIDIARY OF  ST. REGIS PAPER COMPANY
ST. REGIS SALES CORPORATION
230 PARK AVENUE • NEW YORK 17, N.Y.

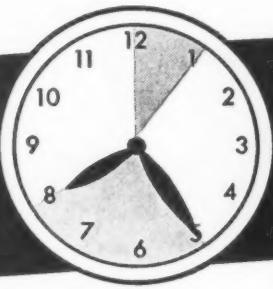
NEW YORK • CHICAGO • BALTIMORE • SAN FRANCISCO • ALLENTOWN • OFFICES IN PRINCIPAL CITIES
IN CANADA: ST. REGIS PAPER CO. (CAN.) LTD., MONTREAL • HAMILTON • VANCOUVER

ST. REGIS—WORLD'S LARGEST MANUFACTURER OF MULTIWALL PAPER BAGS

*Reg. U. S. Pat. Off.



ST. REGIS PACKAGING SYSTEMS



**100,000 CELLO WRAPS
in an 8 HOUR day**

**100,000
TOBACCO-PACKS
every 8 hours**

**100,000
FOOD PACKS
every 8 hours**

**100,000
CANDY PACKS
every 8 hours**

**100,000
CAKE PACKS
every 8 hours**

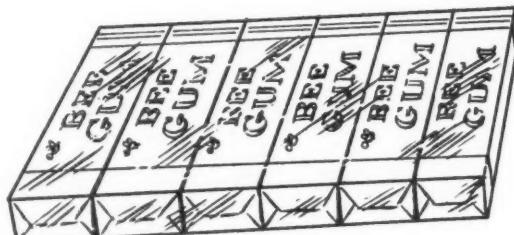
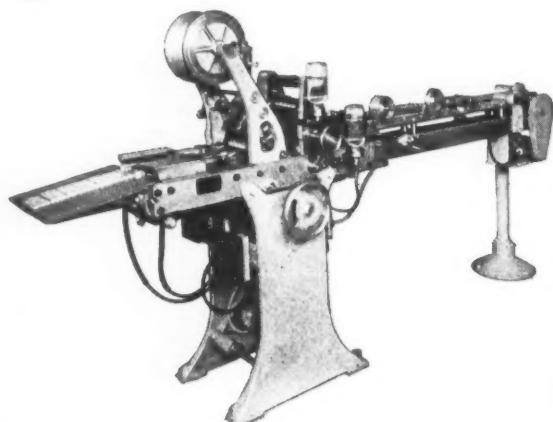
**100,000
MULTIPLE PACKS
every 8 hours**

*The Fastest way to
Keep Dry Foods Crisp
and Moist Foods Fresh*

Profit-margins grow greater when production costs go down, and greater profits are certain when Hi-Speed Scandias put protective wraps on your products, because they provide tight seals, using 10% LESS MATERIAL!

HI-SPEED CELLO WRAPS

Scandia* wrapping machines are the favorite of leading manufacturers in many fields—used for packs as small as razorblades or chewing gum, and up to coffee-ring and multiple pack size—with or without tear tape or electric eye registry.



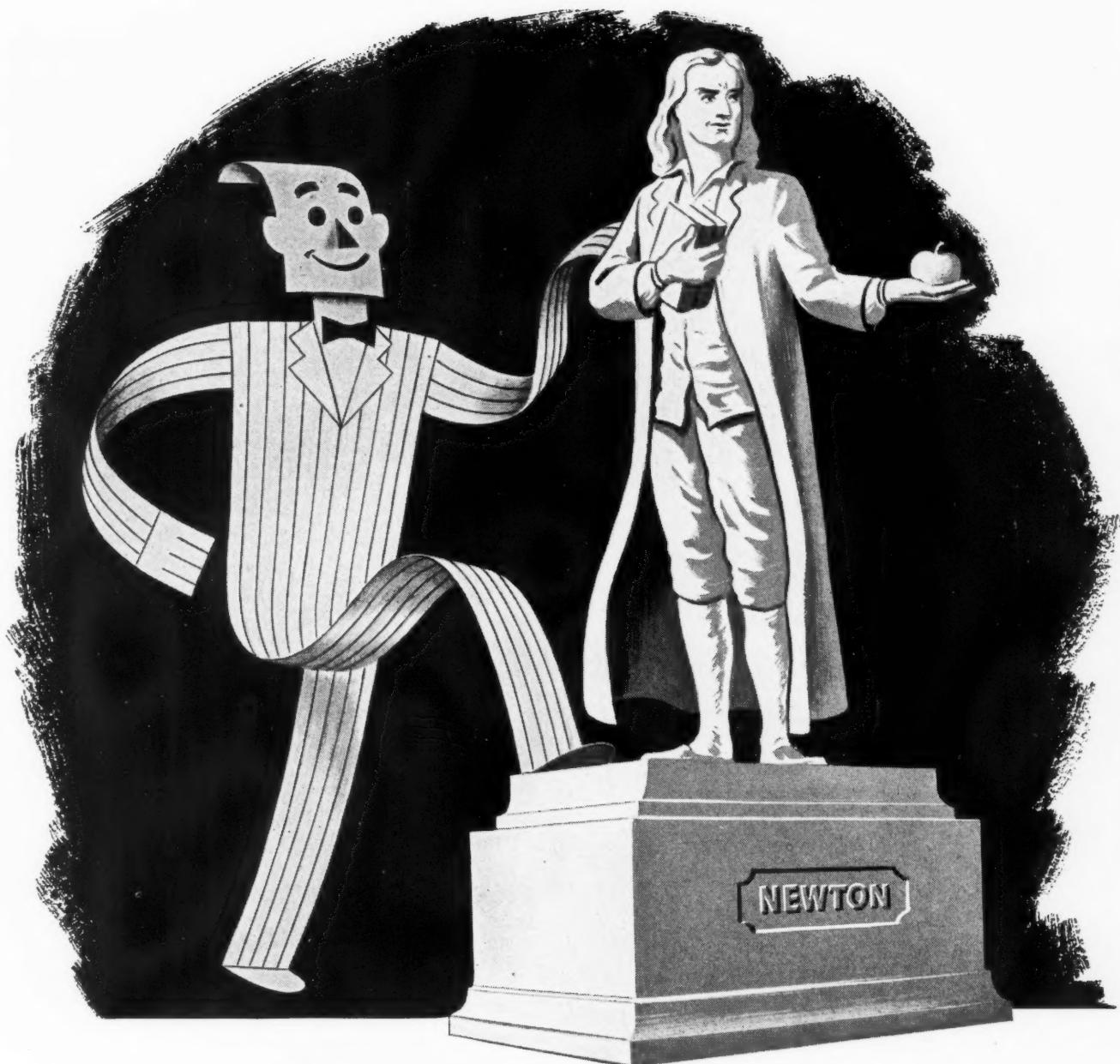
Write for details!

**Scandia
MANUFACTURING CO.**

*manufactured under Bronander patents.

NORTH ARLINGTON

NEW JERSEY



Move over, Mr. Newton!

The Mead Paper Man is no genius. Far from it. But he's an exceptionally inventive fellow, and you ought to get in touch with him whenever you have hard-to-solve paper problems. For he symbolizes the modern research laboratory of the Mead New Products Division which has successfully developed such grades as HEAT SEAL LABEL PAPER, LAMINATED FRUIT POWDER ENVELOPE PAPER, CLOSURE LINER, MEAT WRAP, STRIPPING PAPER, FREEZER PAPER, SHIPPING, SACK

LINER, and a widely diversified group of functional and specialty papers tailored to meet industry's requirements.

Whatever the need, the Mead Paper Man can probably prescribe the right paper, or develop it. He represents one of America's most versatile paper companies, now in its second century of experience. He has at his command development and engineering men who are at the top of the profession. Call him in.

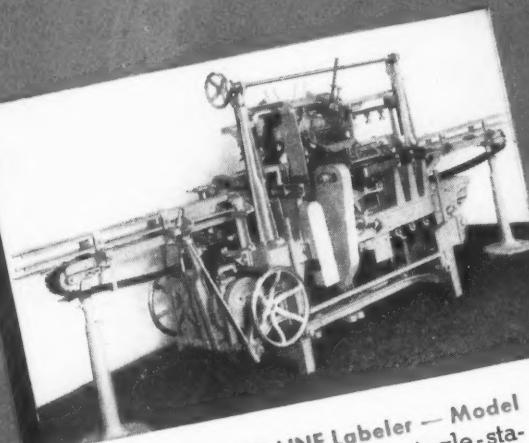
NEW PRODUCTS DIVISION THE MEAD CORPORATION • CHILlicothe, Ohio

Sales Offices: The Mead Sales Co., 230 Park Ave., New York 17 • 131 N. Ludlow St., Dayton 2 • 20 N. Wacker Drive, Chicago 6

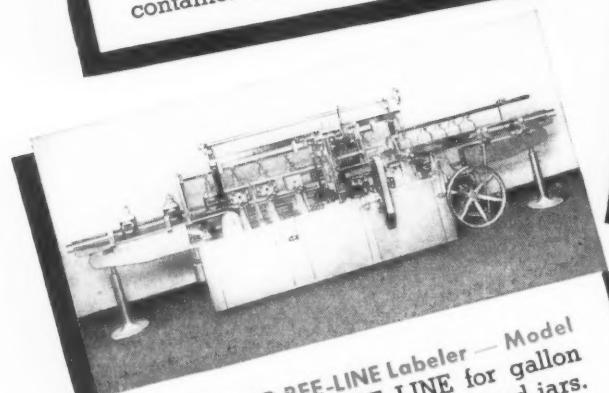
DECEMBER 1948

MEAD
papers
ESTABLISHED 1846

Put Your Glass Packages on the BEE-LINE for better Labeling



The WORLD BEE-LINE Labeler — Model 65. This compact, sturdy single-station BEE-LINE turns out trim, smooth, precisely labeled containers at a rate of one a second. It applies front labels, front and back labels, and neck labels if desired. It handles a wide range of container shapes and sizes.



The WORLD BEE-LINE Labeler — Model 40. This is the BEE-LINE for gallon and half-gallon bottles, jugs and jars. It has a broad range of utility for larger or smaller sizes as well. A new mechanical spotting device places the label at a predetermined position on the circumference of round containers, when desired. This applies to all BEE-LINE models.



The WORLD BEE-LINE Labeler — Model 120. Two-a-second production at the same efficient labeling speed as the Model 65 is effected by this twin station Labeler. BEE-LINES are ideal for the modern lightweight glass and for round, square, flat, oval or panel containers. They go gently but firmly along the BEE-LINE without traffic jams, detours or collisions.

Write for new Bulletin containing complete information, specifications and floor plans of all the BEE-LINE Labelers.



ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

WORCESTER, MASSACHUSETTS

New York Philadelphia Pittsburgh Chicago San Francisco Los Angeles Denver
Louisville Salt Lake City El Paso Seattle Portland Phoenix London Montreal
Toronto Winnipeg Newfoundland Vancouver Mexico City Sydney, Australia
Wellington, N.Z. San Juan, P.R. Ciudad Trujillo, D.R. Honolulu, T.H.

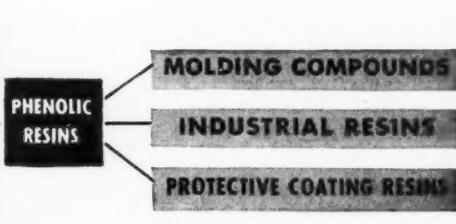
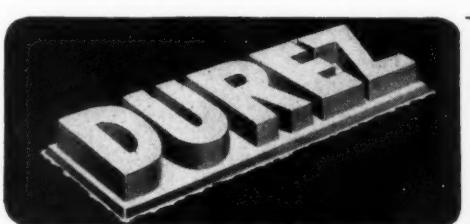
"YOU GET THE
BEST LABELERS
IN THE WORLD"

→ MEN GO FOR IT...



→ THE NEW LOOK ON AN OLD FAVORITE

Now returning to counters everywhere, the new Colgate Shave Stick is packaged in a modern version of a pioneer among plastics containers. Durez was selected for the body of the new package, as it was for the old. Colgate experience shows Durez matches good looks with equally fine performance. The rich lustre of this container will not dim or discolor with use. The phenolic material is waterproof and non-bleeding, resists the action of mild alkalis and acids. It can be screwed up tight without danger of stripping, always opens easily. Your business too may be benefitted by a talk with the Durez staff—men who have specialized in packaging with phenolics for many years. Write Durez Plastics & Chemicals, Inc., 2912 Walck Road, North Tonawanda, N. Y.



PHENOLIC RESINS THAT FIT THE JOB



You'll sing the praises of our Satin-Finish Shoulders

Even if you're not the type who bursts into song easily...

You'll warble like a tenor with a new contract—the first time you meet an aluminum tube with Sun Tube's unique new "satin-finish" shoulders.

"What shoulders!" you'll croon. "So perfectly formed...so smooth to touch!"

Right! They'll make your product look like a million dollars. Yet they don't cost you a wooden nickel more than other quality aluminum tubes.

So how about taking a look at them? And when you say so, we'll fill your order with the same fast, dependable service Sun Tube's been giving for over 20 years. Just phone or write our home office or nearest representative.

P.S. If you want the finest lead and tin tubes, we can give you those too.



Plus all these Quality Tube Advantages:

- Extra flexible
- Clean, strong, uniform
- Clear reproduction—any design or colors
- Costs no more than other quality tubes

No Die Marks or Ridges!

Beautiful
Soft-Lustre
Finish!
Improves the looks
of your product.

Aluminum Tubes by Sun Tube

Sun Tube Corporation, 181 Long Avenue, Hillside, N. J.

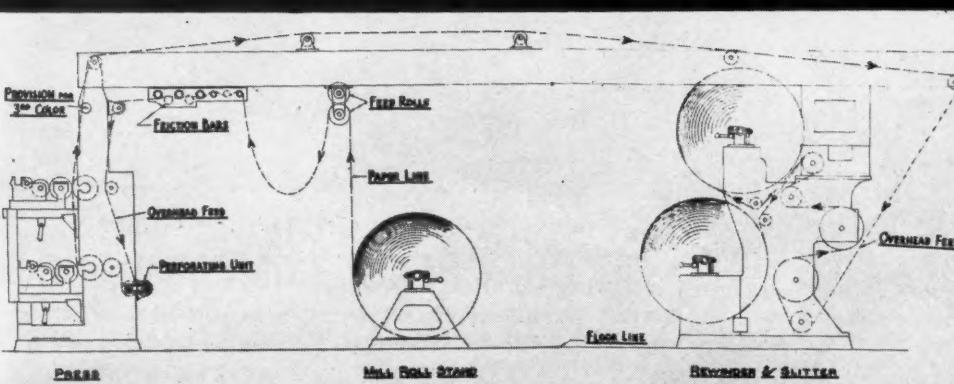
Chicago 3, Ill. James L. Coffield, Jr., 105 West Adams St.
 Detroit 2, Mich. Joseph P. Giroux, 2970 West Grand Blvd.
 St. Louis 1, Mo. M. P. Yates, Arcade Building
 St. Paul 1, Minn. Alexander Seymour, 1411 Pioneer Building
 Cincinnati 8, Ohio Ralph H. Auch, 3449 Custer Road

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COMPLETE FACTS ON HI-SPEED PRESSES



Our illustrated, diagrammed folder gives you all the details . . . all the vital facts on our superior Hi-Speed Presses. Find out about the special built-in construction advantages of the Bag Machine, the Rewinder & Slitter and the Multi-Color Anilox Press that assure continuous smooth operation . . . steady, trouble-free production.



SCHEMATIC DIAGRAM SHOWING
PRESS AND REWINDER CONNECTED BY ARCH FOR OVERHEAD FEED

MANHASSET MACHINE COMPANY

MINEOLA, NEW YORK

Use coupon below

to get

this valuable folder TODAY.

MANHASSET MACHINE CO.
MINEOLA, N.Y.

MP-12

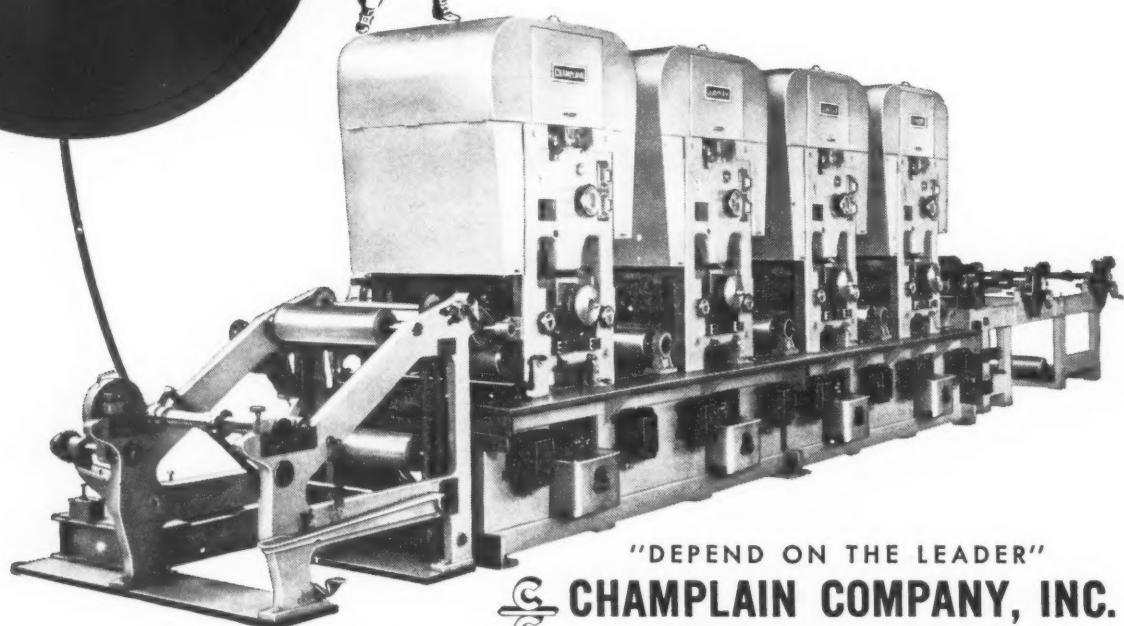
Gentlemen:

Please send me your folder on Hi-Speed
Presses.

Name _____

Address _____

City _____ Zone... State _____



Five colors in five seconds! That's the speed of Champlain rotogravure with roll rewind. But speed isn't all...you'll get quality and economy extras too. Here's what a heavy volume match book cover printer says about his Champlain press: "... impressed with the relative ease of setting up this equipment ... no question we are producing a much better product ... been operating in excess of 500 ft. per minute, planning to step up to 600 ..." From a leading printer of cellophane: "... speeds as high as 400 ft. per minute ... run right to the last 2 or 3 feet of cellophane on the core, a great waste saver ..."

Other hard-to-print stocks—glassine, foil, plio-film, board—are simple for rotogravure, are printed at extremely high speeds. Why not investigate the extensive possibilities of Champlain rotogravure?

**Send samples of your production to us
— let Champlain show you how to do
the job—better, faster, more profitably.**

"DEPEND ON THE LEADER"

CHAMPLAIN COMPANY, INC.

88 LLEWELLYN AVENUE, BLOOMFIELD, N. J.
Chicago Office: 7 W. Madison St., Chicago 2, Ill.

ROTOGRAVURE AT ITS BEST

Here are some

advantages of

CHAMPLAIN ROTOGRAPHURE

EASY
TO
OPERATE

NO
PRESS
WASHUP

NO
OFFSET
— NO SMEAR

NO
MAKEREADY

ROLL
PAPER 7-12%
CHEAPER



DuPont Cellophane

Show what it Protects—Protects
what it Shows... at Low Cost



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Up-to-the-minute packagers are following three important leads to reach the goal of effective packaging:

TRANSPARENCY. Impulse buying places an increasingly heavy sales responsibility on the package. The transparency of DuPont Cellophane shows the product qualities that convince value-conscious shoppers. The attractive sparkle of Cellophane makes an eye-catching display... draws customers towards an impulse sale.

PROTECTION. Different products need different kinds of protection. More than 50 varieties of chemically tailored film are manufactured

by Du Pont to meet the individual packaging requirements of a product.

LOW COST. To be truly effective, a packaging material must be economical. With Du Pont Cellophane you get transparent protection at *lowest cost* plus high operative efficiency on automatic packaging machinery.

Our field representatives and the converters of Cellophane are ready to work with you in making your package effective. Write E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

**LITHOGRAPHED CANS
FOR ANY PURPOSE**

WE reproduce here only eleven of hundreds of types of lithographed metal cans manufactured by Heekin. Many of the designs are created in the big Heekin art department. Lithography of color is faithful from the very first impression to the millionth. Once they use Heekin Lithographed Cans customers stay with Heekin . . . a compliment to the personal service Heekin gives to everyone and every detail. Can we talk over your lithographed can problem with you? Let Heekin sell for you.

HEEKIN LITHOGRAPHED CANS

THE HEEKIN CAN CO., CINCINNATI 2, OHIO



THILCO CREPED WATERPROOF PAPERS

ASPHALT LAMINATED REINFORCED
ASPHALT LAMINATED DUPLEX
PETROCOTE
ASPHALT IMPREGNATED
ASPHALT and WAX TREATED
FLAME RESISTANT TREATED

moisture protection, plus:

excellent s-t-r-e-t-c-h • puncture-resistance

• a resilient protective cushion • light weight
strength • an elastic close-fitting wrap •
a flexible wrap for odd shapes

THILCO Functional **THILMANY**
PULP & PAPER COMPANY
KAUKAUNA - WISCONSIN **PAPERS**

ASPHALT WATERPROOFS • GLASSINES & GREASEPROOFS • WAXED • PRINTED • EMBOSSED • SPECIALTY KRAFTS • CUSTOM BAGS

Seasons Greetings



We cherish the Yuletide Season—its spirit of friendliness—its traditions for good fellowship—and its expressions of thankful exchange between men. . . . How welcome, this one time in the year—when we can lay down the tools of our various efforts—pause for a moment—and in the light of genuine feeling—say to you; "May you and your dear ones enjoy, most completely, the Yuletide 'Forty-Eight—and may your New Year 'Forty-Nine be soundly prosperous!"



MANHATTAN PASTE & GLUE CO., INC.
Lion Brand Adhesives

Factories at { 425 GREENPOINT AVENUE, BROOKLYN, N.Y.
3961 SOUTH LOWE AVENUE, CHICAGO, ILL.



Packages that make sense— help make dollars!

Study the case of this "Step-Up Set" of International "1847 Rogers Bros." silverware for children. It is economically and rapidly molded from BAKELITE Styrene Plastics, which give it these outstanding features:

- Transparent, clear-view lid
- Exquisite color
- Good mechanical strength
- Permanently tight-fitting base
- Light weight
- Dimensional stability
- Washability
- Resistance to water, most chemicals
- Smooth, lustrous finish
- Warm touch
- Lasting usefulness

A remarkable list of features, indeed! No wonder so many manufacturers today choose BAKELITE

Styrene Plastics for packaging. They're available in virtually any color, either transparent, translucent, or opaque. They are noted, too, for their ready moldability to complicated three-dimensional shapes and intricate details.

They may well be able to add beauty, economy, durability, and re-use value to displays and packages for your products. Ask Bakelite Corporation engineers for counsel in applying them to your specific requirements. Simply write Department 93.

Bakelite
TRADE-MARK
Styrene
PLASTICS



BAKELITE CORPORATION, Unit of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.

SCIENCE...GUARDIAN OF QUALITY*

BERNARDIN
Metal Closures

...A never ending effort to safeguard quality through use of modern developments of science.

...A never changing desire to lend industry a helping hand in solving its closure problems.

...Is it strange that a distinguished and growing clientele uses millions of our closures each year?

Bernardin Bottle Cap Company, Evansville, Ind.

*Pictured—Gage Blocks, accurate to a millionth of an inch, supply the basic measuring precision back of Bernardin craftsmanship.

Since 1881—America's First Manufacturer of Metal Closures



EFor mighty smooth hosiery sales volumes, some of the credit must go to these neat little packages . . . recently created by Kellogg to answer the need for containers that would inspire demand by showing off their contents, cut damage-chance by protecting them.

These are two examples of how Kellogg develops finer packages for finer products. Your packaging problems can be solved equally as well. Why not write us about them?



KELLOGG CONTAINER DIVISION

UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS

CONTAINER MANUFACTURER • PRINTING • CONVERTING
Cellophane • Pliofilm • Glassine • Foils • Vinyls • Polyethylene
Rigid and Flexible Acetate • Coated and Specialty Papers



Kellogg's Hosiery Tube, made of sparkling Celanese Lumarith for B. Altman, New York and Roos Bros., San Francisco . . . shown here in natural color and full size. The Orchid Box (top left) made for the Northmont Hosiery Corp. from Monsanto to VuePak.

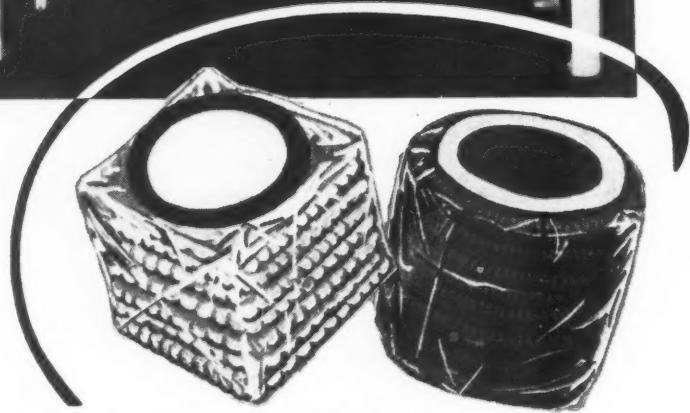
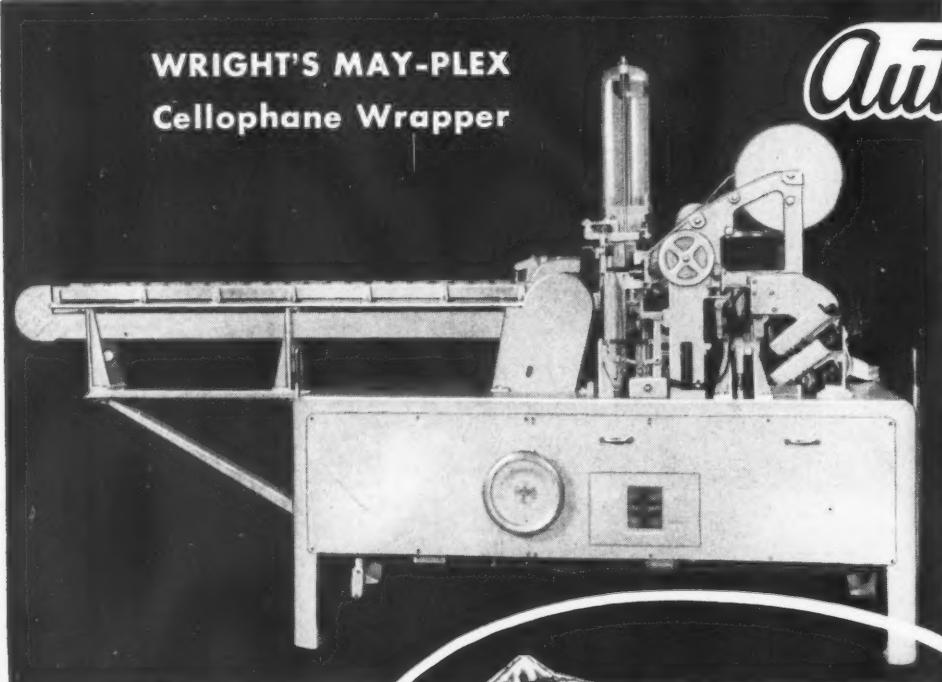
P-B

Joe DeMera

Now...the Preferred Package made

WRIGHT'S MAY-PLEX
Cellophane Wrapper

Automatically



100% VISIBLE ON ALL FOUR SIDES
WITH END LABELS

Wraps, Seals & End-Labels Bakery Products

Consumers want their cracker sandwiches and similar bakery products in a package which is end labeled and which is 100% visible on all four sides. They like a neat, see-all package.

And that's exactly what a number of leading manufacturers are giving them by using Wright's new, automatic Cellophane Wrapper.

This machine (1) Wraps in cellophane bakery products such as peanut butter cracker sandwiches, fig bars, cookies and cakes without use of collar, boat or other support. (2) Heat

seals the wrap. (3) Applies and seals labels on one or both ends of the package.

No bakery product manufacturer should fail to investigate this money-saving machine.
Write now for latest literature.

**WRIGHT'S Automatic
Machinery Company**

AFFILIATED WITH THE SPERRY CORPORATION

500 Calvin Street

Durham, North Carolina

"Pioneers Since 1893 In Automatic Packaging Machinery"



Never underestimate the power of a package that thoroughly merchandises the product it presents to the public. It will command attention, identify the brand name in the consumer's mind, and close the sale.

To produce a package that will be successful from point of sale to point of use requires careful attention to all its fundamental features. That means design, stock, color and INK must be in proper balance to achieve perfect results.

Investigate the properties and possibilities of the many types of ink available for package printing. You will find that General Printing Ink has a right ink for each particular job.

GENERAL PRINTING INK DIVISION
SUN CHEMICAL CORPORATION • 100 SIXTH AVENUE, NEW YORK 13, N. Y.

Offices in Principal Cities

GEO. H. MORRILL • FUCHS & LANG • SIGMUND ULLMAN • EAGLE PRINTING INK
AMERICAN PRINTING INK • E. J. KELLY • GENERAL PRINTING INK CORP. OF CANADA, LTD.





Color-bright, long-life PF decals get attention...assuring you of instant recognition for your brand name and product. PF decals never stop selling your line. You'll be amazed at the true, reproductive qualities, ease of application and other unusual advantages in PF decals. Add to that, PF's free art services, consultations and estimates...no wonder many firms say, "Sales jumped since we've used PF decals."

PALM, FECHTELER & CO.
NEW YORK • E. LIVERPOOL, OHIO • CHICAGO

HERE'S PROOF PF DECALS INCREASE SALES: New booklet with 16 information-packed pages showing how PF decals can advertise, decorate, identify, and pile up volume and profits for you. Write for your free copy today, to:
Dept. D; 220 West 42nd Street, New York 18, N.Y.

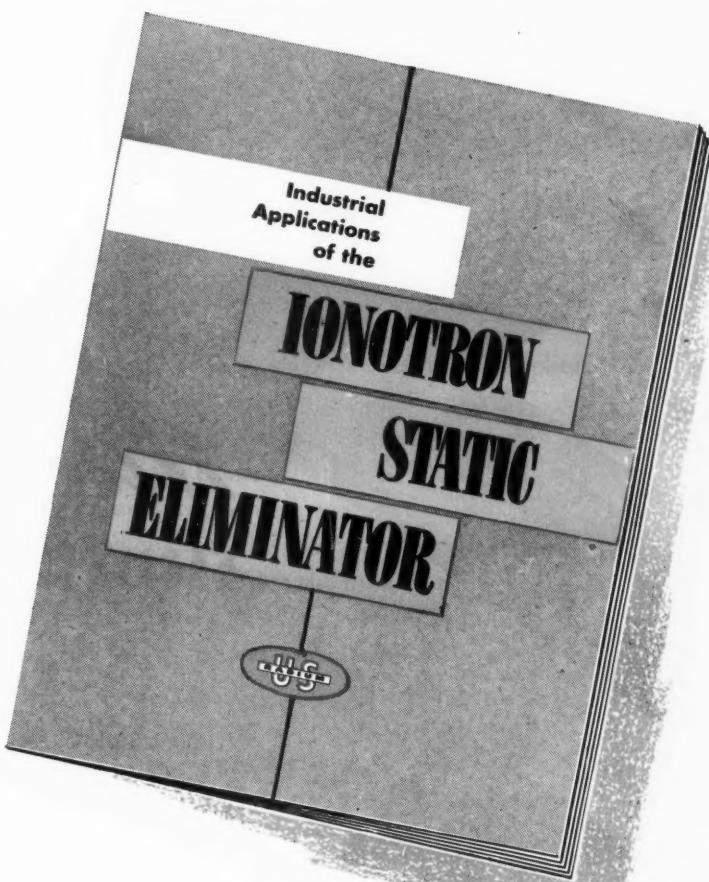


NEW BULLETIN DESCRIBES HOW STATIC PROBLEMS ARE SOLVED

in various packaging operations

This free, illustrated booklet tells how well-known companies have eliminated a wide variety of production problems caused by static electricity . . . how stoppages and spoilage have been slashed, production boosted, and quality improved with Ionotron Static Eliminators® . . . on wrapping, envelope, bag-making, printing, and other machines.

This factual booklet contains diagrams, photographs, and information that show how you may banish costly static troubles from your own packaging machines.



IONOTRON *Static* ELIMINATOR

SEND COUPON TODAY!

Dept. T-5
U. S. Radium Corporation
535 Pearl Street
New York 7, N. Y.*

Please mail to me free a copy of Bulletin 8.4 on solving static problems.

Name _____

Position _____

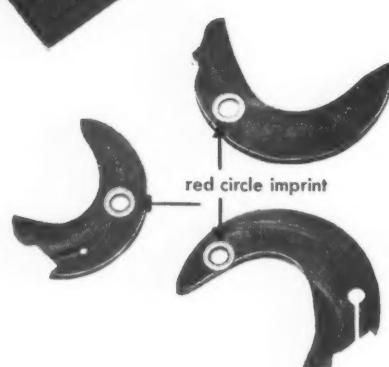
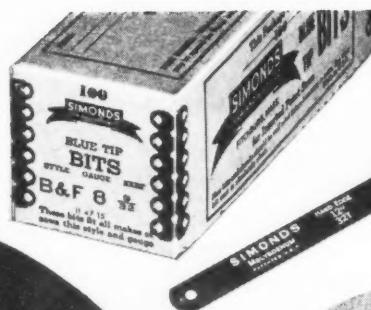
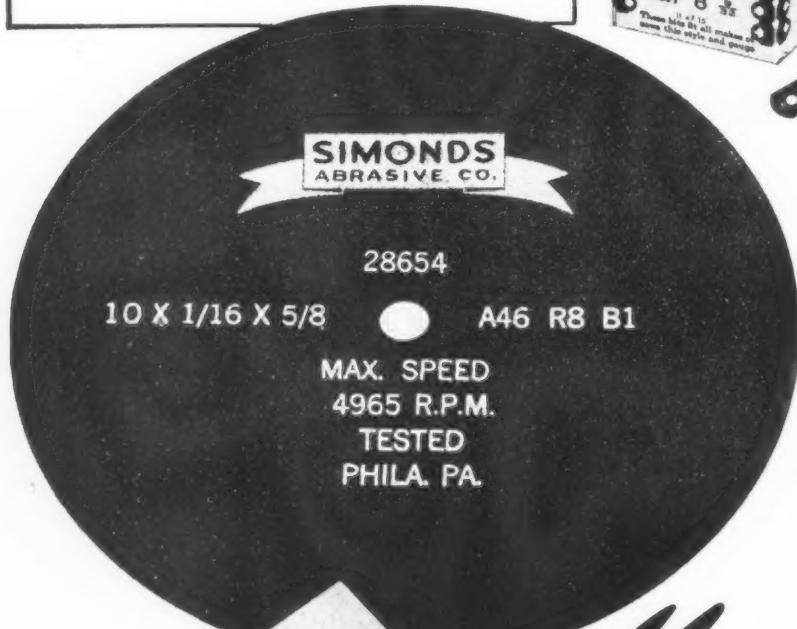
Company _____

Address _____

City _____ Zone _____ State _____

*For Canada and the British Commonwealth, Ionotrons are manufactured and distributed by Eldorado Mining & Refining (1944) Ltd., Ottawa, Ontario, Canada.

Variable Designation Marking on Products or Containers—Grinding Wheels, Sharpening Stones, Hacksaws, Saw Teeth, etc.



Markem

EASILY SOLVES DIFFICULT *Marking* PROBLEMS

THE PROBLEM: How to mark directly on products of such widely diversified nature and materials as tough abrasive wheels, oil stones, slip stones, steel hacksaws, circular saw teeth, metal edge boxes, etc.—not only the company trade-mark or name but also highly important data such as—style number, product number, maximum speed limits, kind of steel, type of cutting edge, size (circular saw teeth identified by red circle imprint). Also to mark style, gauge and kerf on metal edged boxes. These were the many puzzling problems of the Simonds Saw & Steel Company and the Simonds Abrasive Company.

THE SOLUTION: Full use of Markem methods, machines and special inks. Now, thanks to Markem, the famous name "Simonds" and other highly important technical data really become a part of the products themselves, thus avoiding chance of error in repeat ordering. Products and boxes are marked swiftly, attractively and economically. No wonder the Simonds companies are pleased—just as you will be with Markem equipment which permits rapid type changes in variable type.

LET MARKEM solve your problem. MARKEM service includes method, machine and inks to meet your individual requirements of speed, material and purpose, whether in marking boxes, bottles, labels, or the product itself. Tell us your needs; we'll do the rest.

MARKEM
MACHINE
COMPANY
KEENE, N.H.



Is the boss picayune about proofs...?

When the new purple package appears as old lavender (without lace) in the first gravure reproduction, he is irked?... Little livid if the linoleum pattern looks like lentil soup?... Turns apoplectic as the tear sheets come in?

Peace, it's wonderful:

What we mean is you should call in quick INTAGLIO (pronounced as you please) SERVICE (pronounced darn near perfect) CORPORATION (chartered in the State of New York).

Once the resemblance of the gravure ad to the original copy... or a gravure label to the original

art work... was little more than coincidental!

Now Intaglio processes original copy, supplies positives that reproduce right in any gravure medium... provides advance proofs which show what the printed version will look like, can be corrected, revised, serve as specification and color guide to the printer.

Not only proofs for the boss, but pre-prints of ads in quantity in advance of publication are also available—and at lower costs on Intaglio's new multiple proving press, only one of its kind... Gravure negatives can be used to make superior Letterpress process plates, at a considerable saving of time and money.

Because Intaglio's three plants, New York, Chicago and Detroit process more gravure copy—advertising and editorial, color and monotone—than any other organization... work day and night... you can count on fast service, and catching earlier closing dates.

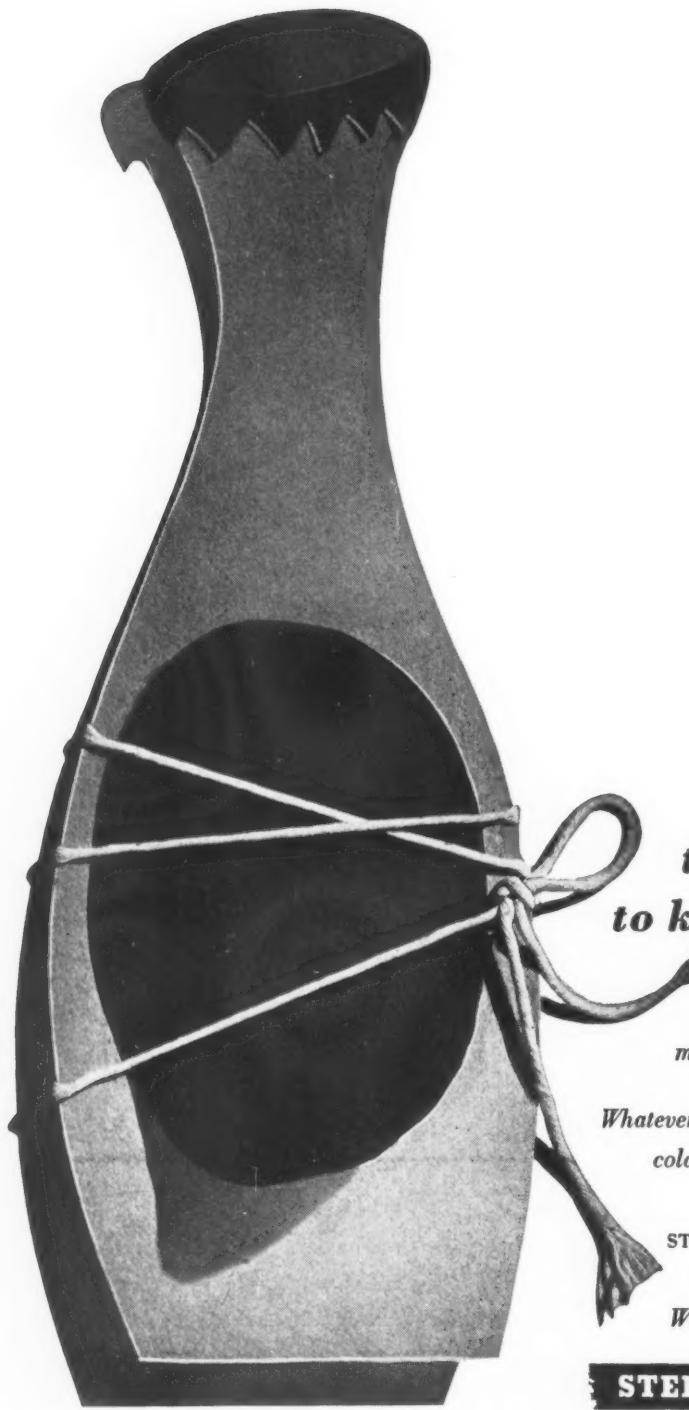
For the best in gravure... packages, labels, other fine reproductions for previously-burned bosses... call Intaglio first!



Intaglio SERVICE CORPORATION

America's First Gravure & Letterpress Servicers

NEW YORK: 305 E. 46th St. • CHICAGO: 731 Plymouth Ct. • PHILADELPHIA: Land Title Bldg.
DETROIT: Intaglio-Cadillac Incorporated, 4240 Fourteenth Ave.



**this is one way
to keep labels on...**

*...but STEIN HALL LIQUID ADHESIVES do it
much more effectively!*

*Whatever your bottle labeling problems—
cold, wet, hot, greasy
or foil...*

*STEIN HALL'S complete line of Liquid Adhesives
assures you of the right answer.*

Write for quotations, samples and consultation.

STEIN HALL

285 Madison Avenue, New York 17, N. Y.

BOSTON • BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • DETROIT
LOS ANGELES • NEW ORLEANS • NEW YORK • PHILADELPHIA • PORTLAND, ORE.
PROVIDENCE • ROCHESTER • ST. LOUIS • SAN FRANCISCO • TORONTO, CAN.

Announcing

the new Plaskon range of 17 standard urea colors

as recorded by the U. S. Department of Commerce,
National Bureau of Standards

Many advantages will accrue to the plastics industry as a result of this new standardization of commercial urea colors. Major among these benefits will be reduced

inventory requirements; prompt shipments; greater efficiency in material manufacturing and molding; controlled color uniformity in molded products; and lower material costs.

These standardized urea colors have been developed in a cooperative program between the Commodity Standard Division of the National Bureau of Standards, U. S. Department of Commerce and the Plastics Material Manufacturers' Association. Plaskon Urea-Formaldehyde Molding Compound in this new standard group bears the following identification numbers:

RED	S-219 MUP 71
WHITE	S-245 MUP 01
ORANGE	S-354 MUP 58
YELLOW	S-423 MUP 37
PINK	S-427 MUP 22
ANTIQUE IVORY	S-447 MUP 32
GREEN	S-467 MUP 12
BLUE	S-768 MUP 18
BLACK	S-849 MUP 60
BLUE	S-892 MUP 43
IVORY	S-964 MUP 03
BLUE	S-1096 MUP 42
GREY	S-1123 MUP 69
WHITE	S-3555 MUP 00
MAROON	S-10313 MUP 75
NATURAL	S-10347 MUP 02
PINK	S-10381 MUP 24

Plaskon urea standard colors may be ordered by either one or both color number designations.

Note: The adoption of standard Plaskon colors will not restrict the production of other Plaskon colors.

Let us help you streamline your manufacturing and merchandising programs with Plaskon Urea-formaldehyde Molding Compound features and the new standard commercial colors. Plaskon is a THERMOSETTING molding material and is used widely because of its broad range of color, excellent dimensional stability, low water absorption and non-softening action when exposed to heat. Plaskon Molding Material has excellent electrical properties, will not corrode or tarnish and is not affected by common organic solvents or weak acids.

Experienced Plaskon Service Engineers and Plaskon* Technical Service are available to assist in developing plans and programs to meet your specific needs.

* Reg. U. S. Pat. Off.



PLASKON DIVISION LIBBEY • OWENS • FORD GLASS CO.
2128 Sylvan Avenue • Toledo 6, Ohio
In Canada: Canadian Industries Ltd., Montreal, P.Q.

Note: The colors shown here approximate the new Plaskon 17 standard colors as closely as possible with printing inks. Actual molded samples of each color are available on request.

PLASKON
TRADE MARK REGISTERED
MOLDED COLOR

Wistful Magic



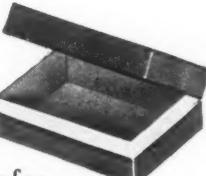
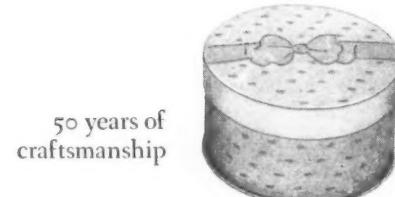
Magnificent
color printing



...and a touch of delicate splendor are imparted through the elegant craftsmanship behind Rowell containers.

This artistic achievement adds subtle persuasion to the purchase of cosmetics for face and dusting powders and helps send them on to their heavenly missions.

E.N. Rowell Co. Inc.
Manufacturers of Fine Paper Boxes
BATAVIA, N.Y.



Boxes for
pharmaceuticals



SUPERLATIVE
SILVER



SUPERLATIVE
RICH GOLD



SUPERLATIVE



SUPERLATIVE



SUPERLATIVE

Superlative

BRONZE POWDERS FOR THE GRAPHIC ARTS

C SUPERLATIVE INK BRONZES

L CLEAN, SPARKLING RESULTS from single impressions are assured when Superlative Ink Bronzes are used in combination with your ink maker's varnish recommendations for Letter Press, Gravure and Analine printing. Order by shade in Ohio "Superlative" quality from your ink manufacturer.

★

C SUPERLATIVE DUSTING BRONZES

L ARE METALLURGICALLY ENGINEERED to specific requirements as influenced by papers, sizes, and equipment. Smooth brilliance, extraordinary "clean-up" and low ratio of expended waste are qualities demanded and found in these powders. Well aged powders in burnishing and non-burnishing qualities are now available in all shades.

★

B SUPERLATIVE COATING BRONZES

R ARE OUTSTANDING for mileage, appearance and working qualities in Lacquers, Casein and newly developed resin vehicles for paper, textile and simulated leather coatings.

★

H Printed with Superlative Richgold Ink Bronze in one impression (without size) on enamel stock.

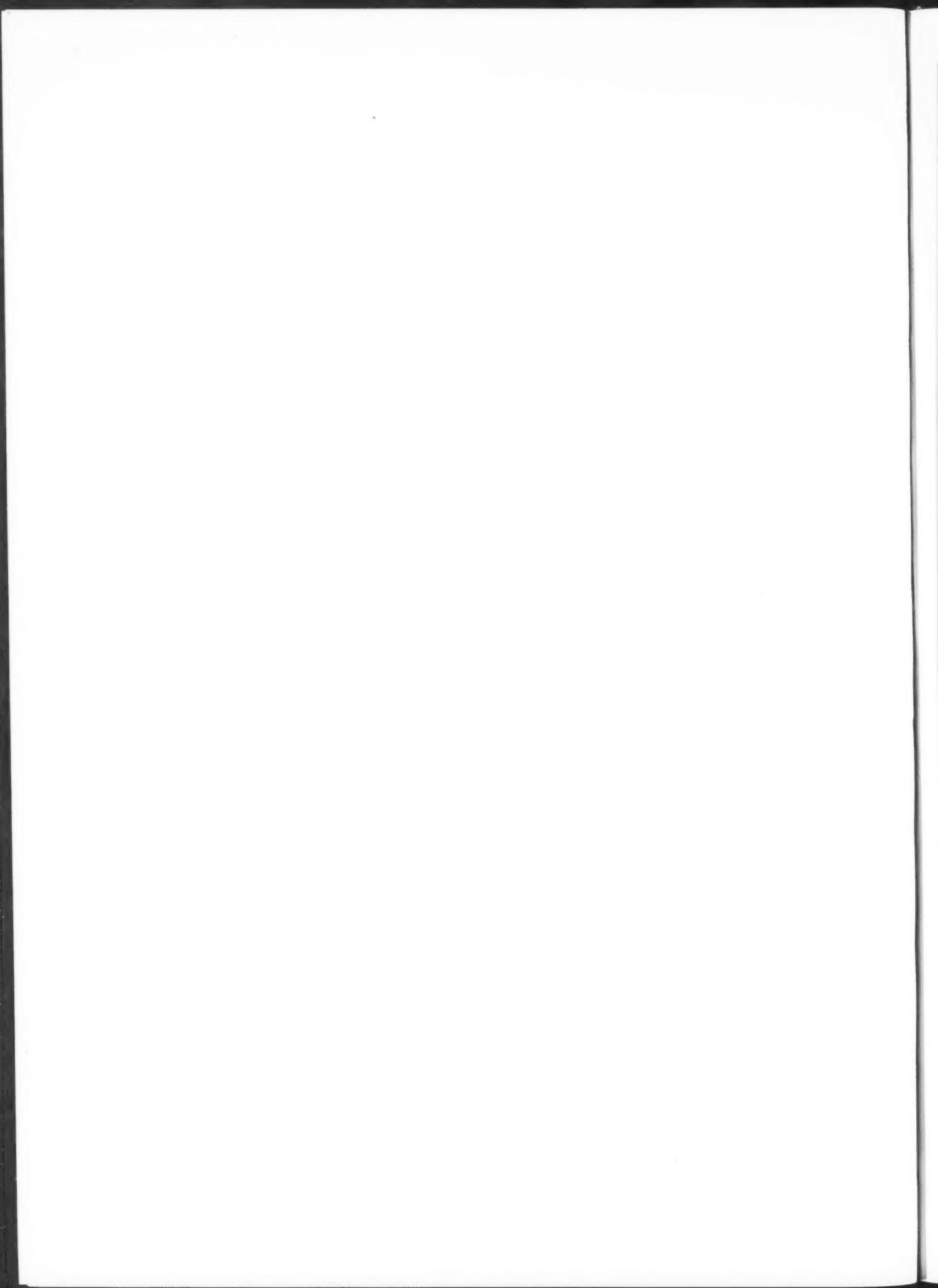


ESTABLISHED 1915

THE OHIO BRONZE POWDER COMPANY

1120 EAST 152nd STREET • CLEVELAND 10, OHIO

NEW YORK
CHICAGO



How DO YOU RATE IN SALES PSYCHOLOGY?

1. When related foods are displayed together, the sale of each item

- INCREASES
- REMAINS THE SAME
- DROPS OFF

ANSWER:

The power of suggestion exerted by related displays increases individual sales of each item. Glass packing gives suggestion-selling extra force. Customers instantly see your brand's goodness, respond to its appetite appeal, and are more likely to buy on impulse.

2. Now that over 65% of grocery sales are self-service, it is evident that food containers

- DO INFLUENCE SALES
- HAVE NO EFFECT ON SALES

ANSWER:

The powerful influence of the right container is proved by the sales response to foods packed in glass. Your product stands out on the shelf, catches the customer's eye, and sells faster when its goodness is clearly displayed in glass.



3. Research shows 45.5% of processed foods are bought on impulse. Your choice of food container

- CAN BOOST IMPULSE SALES
- MAKES NO DIFFERENCE

ANSWER:

Your choice of a modern glass container lets women "window shop" your product. When they see what's offered, their impulse to buy is stimulated. Crystal-clear Duraglas containers are tempting, miniature showcases for your product.

4. In addition to impulse purchases, is there an increase in the number of planned purchases of glass-packed items?

- YES
- NO

ANSWER:

The number of housewives who say they want to "see before they buy" has doubled since 1939. This swing to glass is being continuously intensified by consumer advertising which is now in its 9th consecutive year.

SCORING

Three or four right—You must be wearing a Phi Beta Kappa key!

Two right—You deserve honorable mention and a vote of confidence in your ability to seize the chance now to investigate the opportunities of glass packing!

One or none right—By acting now, you can take advantage of the powerful sales appeal of glass packing to win greater consumer acceptance for your brand.



Duraglas CONTAINERS SELL ON SIGHT

OWENS-ILLINOIS GLASS COMPANY • Toledo 1, Ohio • Branches in Principal Cities

For Consumer Size



Many products such as sugar, flour, rice, salt, beans, corn meal and cereals are packed in Deltaseal Bags with savings in packaging costs that will amaze you.

Your brand will be rich and colorful on the excellent printing surface of Deltaseal Bags.

Deltaseal Bags and the Deltaseal Packaging System permit major operating economies in your plant. Your Bemis representative will give you all the details.

Deltaseal Bags have the handy pouring spout and are available in sizes from 2 lbs. to 25 lbs.

ECONOMIZE WITH

**Bemis
Deltaseal
Bags**

**THE SMART-LOOKING
PACKAGE WITH
SALES APPEAL**

Deltaseal • Reg. U.S. Pat. Off.

BEMIS



BEMIS BRO. BAG CO.

Baltimore • Boise • Boston • Brooklyn • Buffalo • Chicago
Charlotte • Cleveland • Denver • Detroit • East Pepperell
Houston • Indianapolis • Jacksonville, Fla. • Kansas City
Louisville • Los Angeles • Memphis • Minneapolis
Mobile • New Orleans • New York City • Oklahoma City
Norfolk • Omaha • Orlando • Peoria • Phoenix • Salina
Pittsburgh • St. Louis • Seattle • St. Helens, Ore. • Wichita
Salt Lake City • San Francisco • Wilmington, Calif.

Paper Package Pointers FROM CYANAMID



Wet-Strength Paper for Prepackaging Effects Increased Economies at all Levels of Food Distribution



At whatever stage in food merchandising prepackaging is adopted, economies in terms of reduced spoilage, less handling in stores and at the point of consumption are assured. And when wet-strength paper is used, these economies are increased, since wet-strength paper is recognized as one of the most economical and efficient of prepackaging media.

When food is prepackaged at the warehouse, economies in shipping and storage space and costs are realized. When it arrives at the store, the task of arranging for display is simplified, culling for wastes is eliminated,

and customer selections are expedited. And for the consumer, the fresh, waste-free produce is a time-saver and labor-saver in the kitchen.

PAREZ* Resin 607 is the recognized wet-strength resin of the paper industry. When added to the paper at the mill, it gives dependable wet and dry strength, thus making it possible for paper to replace far more costly materials as an efficient prepackaging medium. Ask your paper supplier for complete information.

*Trade-mark of American Cyanamid Company covering its synthetic resins for use by the paper industry. The processes under which PAREZ is applied in the production of wet-strength paper are covered by U. S. Patents Nos. 2,291,079, 2,291,080 and 2,345,543 and U. S. Patent Application Serial No. 453,032.

AMERICAN Cyanamid COMPANY

INDUSTRIAL CHEMICALS DIVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

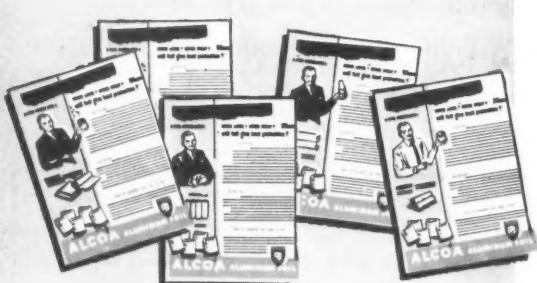
Alcoa's "do-you-know" series for package buyers

A FROZEN FOOD PACKER ASKS:



QUESTION:

"Is Alcoa Foil Available? Where?"



"How does foil compare in cost with other packaging materials?"

ANSWER: Foil prices today are as low, or lower, than before the war. The base price for foil per unit of area is lower than for many other packaging materials which offer less protection. Typical base mill prices range from \$.020 per 1000 square inches for .00035" foil to \$.045 for .001" foil. Remember, too, that with Alcoa Foil you get improved appearance—get greater buy appeal—at no extra cost.

ANSWER: Alcoa Foil is rolling from Alcoa's mills and from converter plants at top speed. New facilities are now at peak production to meet the unprecedented demand for this quality material. Alcoa Foil is available for your packages in a wide variety of sizes and thicknesses. For prompt service, call the Alcoa Sales Office nearest you.

Write for complete "do-you-know" series

The kind of questions you might ask about Alcoa Foil are answered in the "do-you-know" series for package buyers. Write for your copies, today. We'll also give you the names of manufacturers experienced in designing foil-protected packages for quality products. Address: ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh 19, Pennsylvania.



REG. T. M.

ALCOA ALUMINUM FOIL
THE QUALITY PACKAGING MATERIAL FOR QUALITY PRODUCTS

HOW TO GET IT OPEN?



Significant answers to an old question — the most important one in business!

The problem of opening a woman's purse is the primary problem of every company selling through retail channels. For all the things that women buy, and they buy the bulk of everything sold, more purses are opened by appearances than by any other factor.

In the sharp competition that characterizes the sale of most packaged products, superiority of appearance is attained only by superiority in *all* of a package's elements . . . starting with its boxboard. The slight premium a manufacturer pays for the *best* in boxboard — so slight it is infinitesimal in relation to over-all costs — is his best insurance of packages that will open purses.

Clay-coated boxboard is universally conceded to be the best type of boxboard . . . but there are clay-coateds *and* clay-coateds. The Ridgelo product, for example, has a coating about *three times* as heavy as that of the so-called

"machine coated" boxboards. Not only is Ridgelo made with a heavier coating, it is made with *different types* for letterpress, lithograph, and gravure reproduction.

The results include a surface that will stand up . . . that is amazingly smooth, bright, and white. They include reproduction qualities assuring excellent halftone detail, perfect contrast of whites and solids, and even "lay" of inks. Made in a range of thicknesses from .015 to .030, Ridgelo is *custom-made* to accord with the particular requirements of each customer.

Ridgelo
CLAY COATED
BOXBOARDS

MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

REPRESENTATIVES

H. B. Royce, Detroit • Philip Rudolph & Sons, Inc., Philadelphia
A. E. Kellogg, St. Louis • Norman A. Buist, Los Angeles

Why didn't someone think of this package



Sell seven items instead of one. This First Aid Kit designed by Bauer and Black holds seven different products. The transparent case of Koppers Polystyrene ties them all together into one attractive package — a beautiful gift box — and practical, too.

before?

All the emergency bandage
aids you need
in one transparent box of

Koppers Polystyrene

THIS Curity First Aid Kit, produced for Bauer and Black, contains ready-made bandages, gauze, adhesive tape, iodine and salve for burns. Just the thing for your medicine cabinet, automobile or summer camp.

All these items are neatly packed in a clean, transparent plastic box made of Koppers Polystyrene. Instead of selling one or two items, this smart package sells *seven!*

Boxes made of Koppers Polystyrene look expensive — *but they're not!* Polystyrene is the lowest in cost of all the thermoplastics and it is available in a rainbow of colors or clear as fine glass.

Your package can benefit from the heat resistance of Koppers new P-8 Polystyrene. It will withstand the heat of lighted display cases or sunny show windows.

Koppers Plastics will give your products *the sparkle that sells* — that extra sales push they need to win out over competition. Mail the coupon for complete information.

KOPPERS COMPANY, INC.
Chemical Division
Koppers Building, Pittsburgh 19, Pa.

SEND THE COUPON

KOPPERS COMPANY, INC.
Chemical Division, Dept. MPG12
Koppers Building, Pittsburgh 19, Pa.

Please send me your new booklet on Koppers Plastics.

Name _____ Title _____

Address _____

Company _____

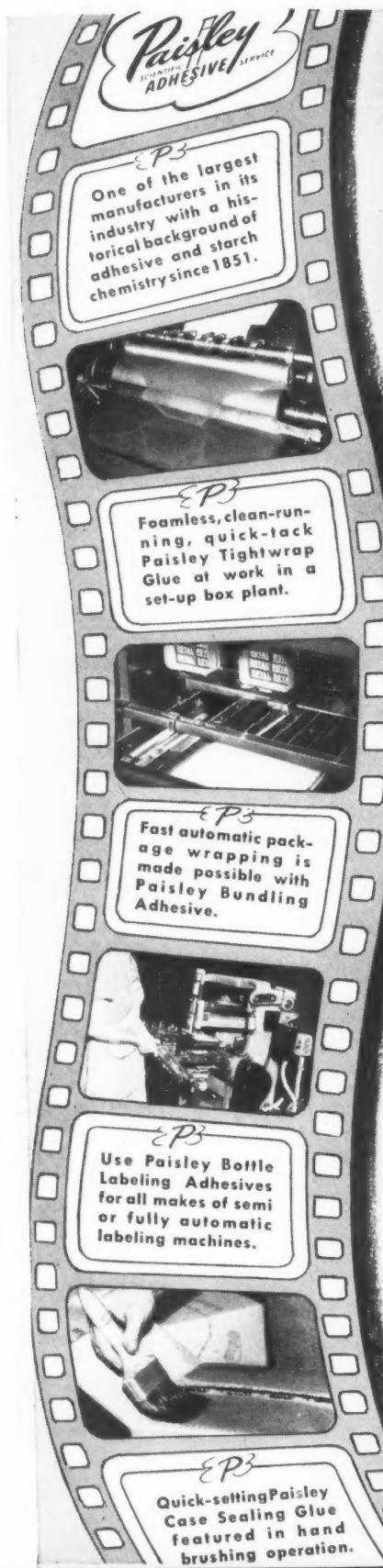


Koppers Plastics

* POLYSTYRENE

* CELLULOSE ACETATE

* ETHYL CELLULOSE

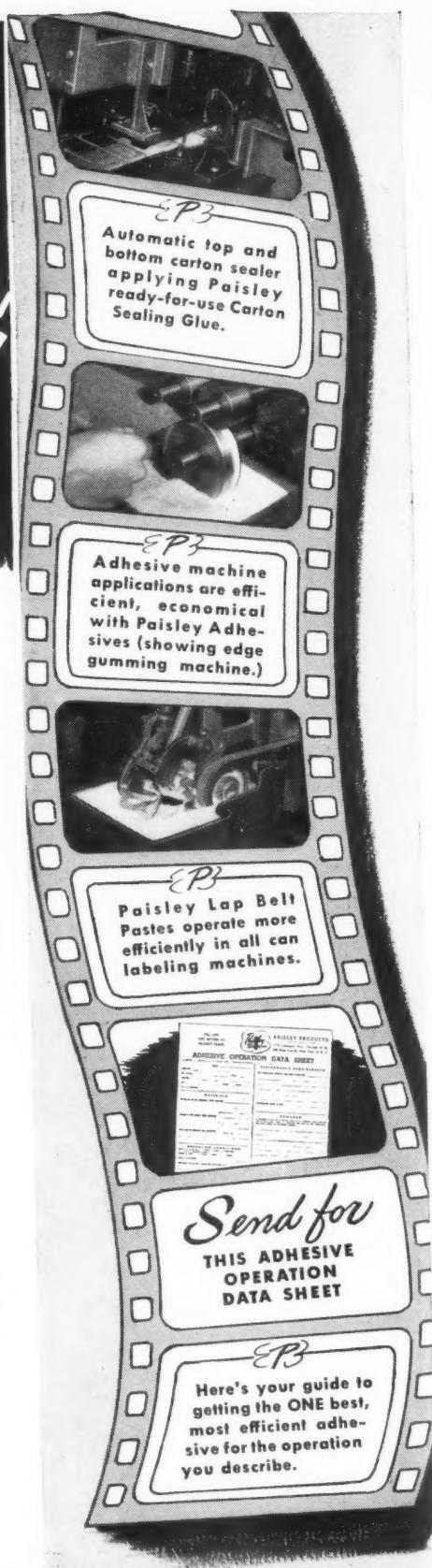


IF IT'S AN ADHESIVE PROBLEM... "PUT IT UP TO *Paisley*"

OVER 400 different raw materials and chemicals are used in compounding Adhesive Products, the combinations running into hundreds of thousands of different formulas and variations. The PAISLEY Laboratories are continually perfecting new products or improving existing ones to meet the ever changing requirements of industry.

Many concerns, large and small, national and local, in all fields of endeavor, have found that it pays to know what's going on in Adhesive research—what's new and productive, and most efficient for every labeling, sealing and fabricating operation. They have found extra profits, through production speed-up; lower costs by utilizing PAISLEY Scientific Adhesive Service to obtain the one correct glue, paste or cement to meet the individual operation under study. Large and small users of Adhesives can enjoy the benefits of PAISLEY Scientific Adhesive Service as shipments range from gallon containers to large 55 gallon drums and carlot quantities. When you have an operation requiring Adhesives "Put it up to PAISLEY"!

SOUTHERN SALES: Mr. Jerry Mayo, 210 Balter Bldg., New Orleans 12, La. • Mr. Jack F. Sequin, Suite H, 4801 Lemmon, Dallas, Texas • Atlantic Chemicals, Michigan Ave. and Railroad, Orlando, Florida • Apperson Chemical Co., 125 Margaret St., Jacksonville, Florida • Mr. Bigelow Robinson, 209 E. Markham St., Little Rock, Ark.



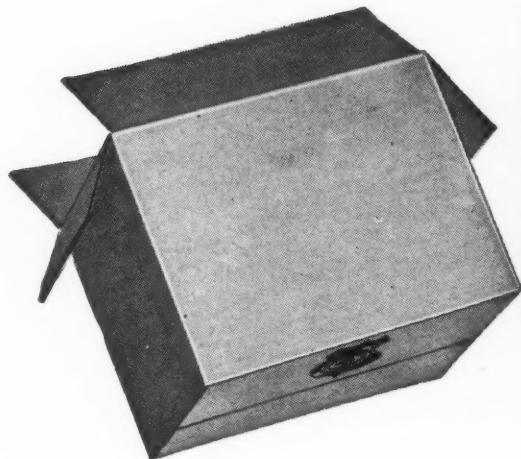
PAISLEY PRODUCTS INCORPORATED

Manufacturers of Glues, Pastes, Resin Adhesives, Cements, and Related Chemical Products

1770 CANALPORT AVE., CHICAGO 16, ILL. • 630 W. 51st STREET, NEW YORK 19, N.Y.

**Experienced buyers
look at the Pedigree**

buyers of boxes, too



**FOR ASSURANCE OF Quality
FOR ASSURANCE OF Service
FOR ASSURANCE OF Fair Price**

MOST corrugated containers *look* alike. But the difference shows up in performance.

The famous Union shield trade-mark is your assurance that every step in making the box, from



THE COCKER SPANIEL, American member of a family that traces back to the 14th century, is still a great favorite with sportsmen. Cocks are said to be so named because they were first used in hunting woodcocks. Affectionate and merry, they are perfect family pets.

the forest to the finishing room, is handled by trained personnel in the largest Kraft pulp-to-container plant in the world.

It symbolizes seventy-five years of leadership in designing, engineering and producing paper packages... plus long experience as one of the nation's larger producers of Kraft container board.

You can rely on Union shield-marked boxes to give you quality and service at a fair price—not only this year but for years to come!

UNION Corrugated Containers

UNION BAG & Paper Corporation

Principal Offices: WOOLWORTH BLDG., NEW YORK 7, N. Y.

Corrugated Container Plants: SAVANNAH, GA. • CHICAGO, ILL. • TRENTON, N. J. • JAMESTOWN, N. C. (Highland Container Co., Inc.)



... in tobacco



Six out of Eight buy Riegel

**Six of the eight
largest tobacco companies
buy Riegel Papers
regularly**

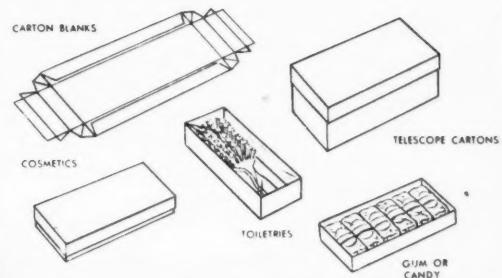
In tobacco, and many other fields, you will find that most of the sales leaders are regular Riegel customers. They recognize our ability to produce packaging and industrial papers that combine technical excellence with economy and production efficiency. This widespread confidence in Riegel is perhaps the best reason why your company—whether large or small—should see if we can also serve you. Riegel Paper Corp., 342 Madison Avenue, New York 17.

Riegel Papers

We produce over 600 different packaging, printing, converting and industrial papers. If we don't have what you want, we can probably make it.



New automatic machine makes finished-edge cartons faster, cheaper, better



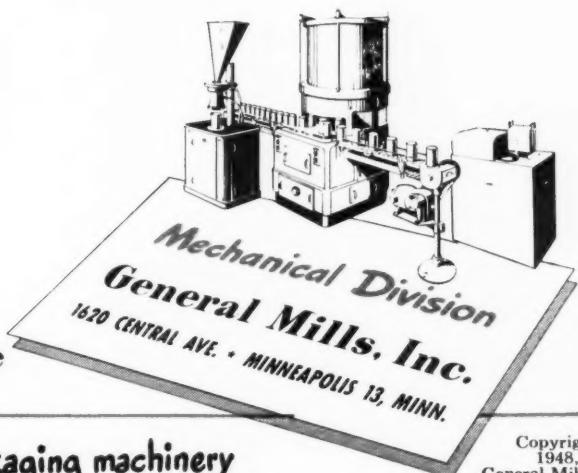
Another unit in General Mills' line of cost-cutting packaging machinery

Open-top double-wall trays or cartons are formed from die-cut blanks at speeds up to 90 per minute with this new General Mills machine. It will also form tops and bottoms of telescopic boxes used for packaging and displaying candy, gum, pharmaceuticals, cosmetics and pre-packaged foods. The web corner construction of the finished-edge carton prevents leakage when packing fish, frozen foods, etc.

The unit is completely automatic in operation and turns out neatly squared cartons with sturdy, straight sides. Sizes range from 1" to 2½" in height, 4" to 13" in length and 2" to 6" in width. Maximum size of the flat, glued blank is 9" x 18". Changeover from one size to another is a simple 10-minute job.

Cut your packaging costs—turn out stronger cartons

at a faster rate with the General Mills Finished-Edge Carton Set-up Machine. Further information on this or other General Mills packaging machines (lock-type carton formers, ice cream carton set-up and closing machines, Vacuflow powder fillers) is yours for the asking. Address Department M128.

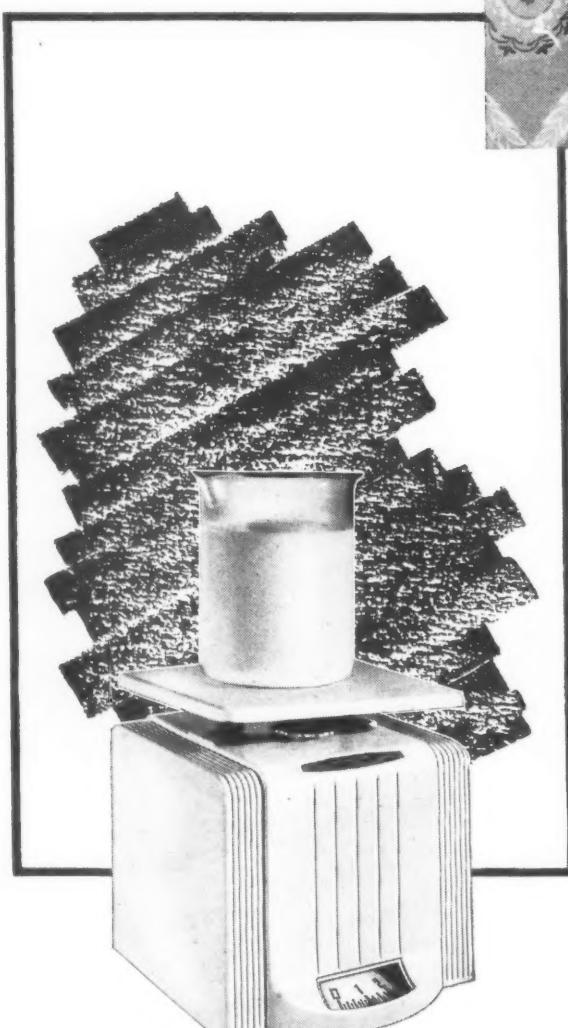


General Mills Finished-Edge Carton Set-up Machine

A DEVELOPMENT OF FRANK D. PALMER, INC.

Made by one of the world's largest users of packaging machinery

*Which
would
you
prefer....?*



A Georgian Silver Service or a Pound of a UPACO Resin Emulsion Adhesive

Both the words Georgian and UPACO are symbols of highest quality. At first glance, the gleaming richness of this silver service wins your favor with yuletide visions of a gay holiday group gathered for late evening coffee. But the silver service serves a comparative few, while a single pound of a UPACO Resin Emulsion Adhesive supplies steaming coffee to hundreds.

UPACO offers manufacturers of liquid-tight containers for both hot and cold liquids three of its famous resin emulsion adhesives. All offer maximum production benefits. M-386, the finest of the three, gives the utmost protection against liquids. M-360 is UPACO's best balance between quality and economy, while M-449 is the economical buy for those operations where its liquid resistance is satisfactory.

We shall be pleased to supply samples or accept your orders for trial quantities of ten or thirty gallons at the drum price.

ORIGINAL GEORGIAN SERVICE COURTESY
GEBELEIN SILVERSMITHS, BOSTON

THE UNION PASTE COMPANY
1605 HYDE PARK AVENUE HYDE PARK, MASS.

HOLIDAY WRAPS by TRAVER

for the world's biggest
SUCKER...



Holiday wraps of colorfully printed cellophane for the world's biggest SUCKER were designed and produced by Traver Corp. Due to the immense popularity of this item an entire series of seasonal wraps are now being designed by the Traver Corp.

Traver craftsmanship in both design and production assures an outstanding package in every respect. If you desire definite suggestions on your packaging problem, call on us without obligation.

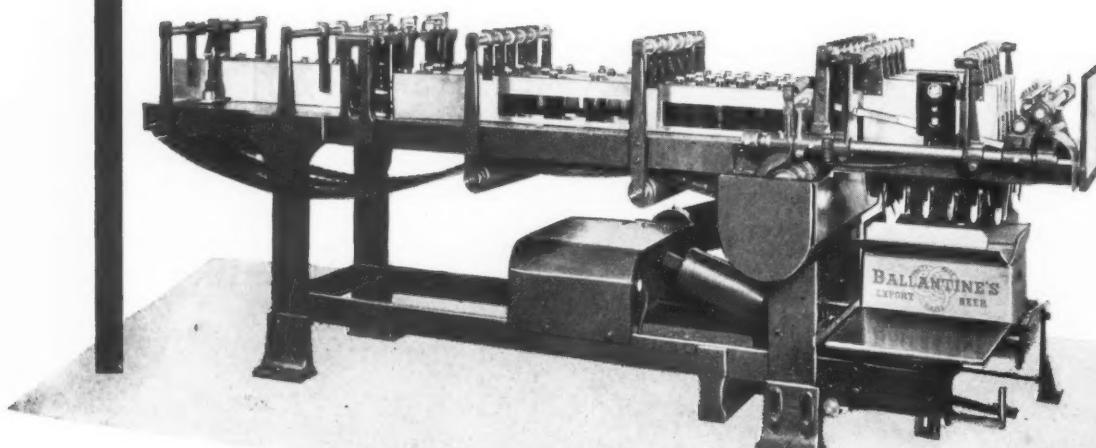
ales Offices in Chicago, New York, Philadelphia,
Pittsburgh, Cleveland, Kansas City, St. Louis,
Dallas, Detroit, Oakland



TRAVER CORPORATION, 366 W. ONTARIO ST., CHICAGO 10, ILL.

CONVERTERS AND PRINTERS OF CELLOPHANE, PLASTICS, ACETATES, FOIL AND GLASSINE

Packs Bottles Faster with Less Maintenance



There are three reasons for the sustained, record high speeds delivered by the Model 830 Bottle Packer. None of the three are secret . . . you can spot them all in the illustration.

First, note the utter simplicity of design. Like all Standard-Knapp machines, Model 830 has no complicated insides to get out of order. It's designed to do a basically simple job the easiest, fastest way.

Secondly, mark its massive, rugged construction. It's solidly built. It has the strength to operate a maximum speed without rest, without repair without developing internal stresses or structural weaknesses. Over the long haul, year after year, this machine packs faster because it packs with less time out for hospitalization.

The third reason lies in the easy accessibility of parts for routine upkeep. There are no hard-to-get-at danger points, no hidden lubrication fittings. Upkeep crews find it easy to lubricate, easy to clean. Consequently, there's no danger of stoppages due to neglected maintenance routines and there's greater assurance of peak performance *all the time*.

If you're about to add to your existing bottle packing equipment, or if you're seeking to replace slow, unsatisfactory machines, write for detailed information on the Model 830.

STANDARD-KNAPP CORPORATION

Division of Hartford-Empire Company

MANUFACTURERS OF CASE SEALING, CASE PACKAGING AND CAN LABELING MACHINES

FACTORY and GENERAL OFFICES—PORTLAND, CONNECTICUT

570 Lexington Avenue
NEW YORK 22, N. Y.
805 North Brand Blvd.
GLENDALE 3, CALIF.
6 Radcliffe Rd.
ALLSTON 34 (Boston), MASS.

221 North La Salle St.
CHICAGO 1, ILL.
3222 Western Avenue
SEATTLE 99, WASH.
Lister Bldg., 42 James St.
North Hamilton, ONTARIO, CANADA

145 Public Square
CLEVELAND 14, OHIO
1412 N. W. 14th Avenue
PORTLAND 5, OREGON
Orlando
FLORIDA

300 Seventh Street
SAN FRANCISCO 3, CALIF.
3615 Olive Street
ST. LOUIS 1, MO.
Windsor House, Victoria St.
LONDON S. W. 1, ENG.

when box designers
get their fingers on

PAPERS PROCESSED WITH FLOCK...

packaging ideas

pop
fast!



The richest
and most colorful
Flock is

CLAREMONT FLOCK!

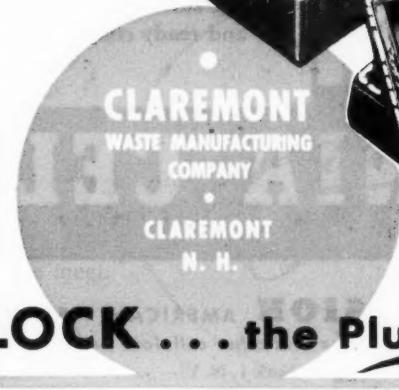
Box papers, luxuriously surfaced with richly-colorful flock are carried as roll or cut stock by the better-quality paper merchants. Upon investigation, you'll find too that their best-quality velvetized offerings are processed with Claremont Flock! Claremont Flock is uniform; responds perfectly to adhesive preparation, and forms a deep-pile foundation that won't fuzz, separate, crack or rub-off!

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Jewelry Boxes
are pictured here thru
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THORNTON, R. I.

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Flocked Papers
Supplied by
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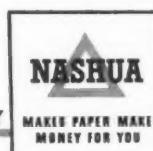
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Modern packaging



Vol. 22 No. 4 December 1948

PRE-PACKS

They cut down department store

**overhead, but, unless the manufacturer is convinced he has
something to gain, the question arises—who foots the bill?**

Big department stores, to a considerable degree, have built their success around customer services—charge accounts, mail and telephone orders, free deliveries of anything from a spool of thread to a grand piano within a 50- to 100-mile trading area, sometimes farther.

Mounting costs of the services which have endeared these great merchandising institutions to American shoppers, however, are becoming a threat to profits.

Department stores are making many efforts to retain the services which differentiate them from other types of retailing by effecting economies in their operation. The Charge-Plate system of handling customer accounts is one example. Delivery services, such as those operated by United Parcel and similar enterprises, are other examples of cooperatively supported activities designed to cut overhead.

One tremendous potential for reducing service over-

head that has not yet been fully exploited is pre-packing.

Before going further, the term "pre-packing" should be clearly defined in its relation to department store operation. To packing and merchandising personnel of the department store, pre-packing means the packing of merchandise in selling units by the manufacturer of that merchandise so that it will be carried from the factory where it is made to the store and through the store's delivery system to the home of the customer in the same container without repacking or additional packaging put on in the store. It means a selling unit that can be picked up in the store's stockroom or warehouse and sent to the customer by merely sticking on a properly addressed label or tag. Usually such a pre-pack means a corrugated container, because the majority of "send" items, such as china and glass, housewares, hardware, furniture, etc., require the protection of a

DISPLAY FEATURES are often a big advantage to the manufacturer in that they bring the pre-pack to point of sale in department stores. This is especially true when box is constructed like this pre-pack for a croquet set, made so that the top becomes a counter riser piece. PHOTO COURTESY HINDE & DAUCH.



ASSORTMENTS OF FOODS, pre-packed in convenient sales units, like this industrial gift pack of jams and jellies, can be ready for delivery simply by addition of address label, without consuming valuable packing-room time. PHOTO COURTESY HINDE & DAUCH.





CARRY-HOME FEATURES such as handles encourage customers to take their purchases with them and cut delivery costs entirely. This Coleman pre-pack is also a re-use container that goes right along to the picnic with the folding camp stove. PHOTO COURTESY HINDE & DAUCH.

corrugated package. But it can also mean a paperboard box in the case of certain items, such as shoes, sweaters or blouses, which many stores are now sending out to the customer in the same box in which the manufacturer packaged the merchandise with only the addition of string or tape. It does not mean the usual run of shelf-packaged merchandise, such as bottled drugs and toiletries in paperboard cartons, canned or boxed food items which must be put up in additional corrugated packaging by the store for delivery.

Pre-packing may also include carry-home packs—usually with an integral handle or some convenient means of carrying—to encourage customers to take their purchases with them and cut out delivery cost entirely. This type of pack is, perhaps, the ultimate in aiding the retailer to cut service costs, but it is a subject in itself and will not be dealt with specifically in this article.

The advantages of pre-packs to stores have been obvious for years. Since 1929 the National Retail Dry Goods Assn. has been conducting studies on pre-packs and has repeatedly tried to stimulate interest. Pre-packs will undoubtedly have a prominent place in panel discussions on Wrapping and Packing at the forthcoming NRDGA Convention in January.

Corrugated container suppliers have done an excellent job by taking the lead to point out to manufacturers of merchandise as well as to stores the many advantages of well engineered pre-packs. In fact, a spokesman for the Robert Gair Co. said he believed it was his competitor, the Hinde & Dauch Paper Co., one of the most active promoters of the pre-packing technique, which should get the credit for originating the term "pre-pack." Leading manufacturers of home appliances, china and glass, and sports equipment have been offering efficient pre-packs to the stores for years.

Store personnel is also fully aware of the advantages of pre-packs. Said Hugo Steindler, purchasing agent,



COLORFUL GIFT PRE-PACK encourages sale of 24-piece set—iced tea, water and fruit juice glasses, each gift packed separately inside the pre-pack so the individual shelf-box sets may be sold separately. Box design matches glassware pattern. PHOTO COURTESY LIBBEY GLASS DIV., OWENS-ILLINOIS.

Gimbels Bros., New York, before a session of the 1948 NRDGA convention, "Today and every day, pre-packing is a *must*." He outlined the benefits to the retailer as follows: (1) reductions of payroll expenses in receiving, packing, supply, warehousing and delivery departments; (2) reduction of damage in transit resulting in fewer customer claims and complaints; (3) reduction of storage space due to uniformity of packages; (4) reduced transportation costs due to compact unit packaging; (5) decreased supply costs due to elimination of repacking; (6) increased store profits and more satisfied customers.

Another one of New York's great department stores is reported to have just recently formed a new committee representative of management, packing and supply divisions to make a complete study of all the store's merchandise for further possibilities of pre-packs.

Paradoxically, then—with delivery costs estimated by some sources at 200% above prewar levels and with labor in packing and shipping rooms getting 68% more than before the war—why do the stores permit anything that can be pre-packed to come in without a pre-pack?

Right there you come to a stymie and a spot where packaging progress is at about the same pre-cracker-barrel stage of development as existed between bulk versus packaged foods, drugs and toiletries before the turn of the century.

Pre-packaging in itself will not generally move a manufacturer's merchandise. It is rather a method by which a manufacturer can win greater acceptance for his product by assuring safer delivery and by facilitating the retailer's handling and distribution problems. In recent years, the use of colorful printing of trade identification on corrugated containers has given the manufacturer an added promotional value that often permits mass display and selling from floor samples, with delivery made from warehouse stock without repacking.

Because the more obvious advantages of pre-packs

for many products are in favor of the retailer rather than the manufacturer, progress has been seriously complicated by who should pay the cost of the pre-packs.

Leading manufacturers of electrical appliances, higher priced china and glassware, furniture, sporting goods such as bicycles, sets of golf clubs, etc., by the nature and retail price of the merchandise, have been able to take the lead in supplying merchandise in well constructed, colorfully identified pre-packs. In such cases the cost of the pre-packs, due to their comparatively low expense in relation to the selling price of the items, can often be included by the manufacturer in the wholesale selling price of the merchandise to the store buyer. To these manufacturers, who sell through many outlets other than department stores, the display value of the containers is often an important promotional advantage which helps to offset the cost of the pre-pack. Also, the presentation of a pre-pack as a gift package has certain advertising value as an aid to selling.

The same advantages, however, are not so apparent to many small manufacturers of such items as inexpensive boudoir lamps, clothes hampers, garbage cans, pots

and pans, low-priced glassware, hammocks, toy furniture, etc., which are sold by display of the merchandise itself. For years they have been accustomed to offering their products to the department store buyer based on a bulk price. The store received the items in bulk and the packing for "take" or "send" was done in the store's own packing and supply department.

During the last two decades, however, superintendents of packing, supply and delivery departments—first because of the depression and lately because of tremendous increases in operating costs—have begun saying to their buyers something like this: "Look here, we can't afford to pack these things. On that last sale of \$1.98 glassware you had, it cost us 90 cents to pack and deliver each unit—45% of your total selling price."

Here is the breakdown of such an example:

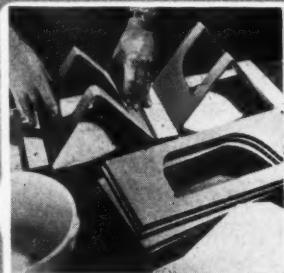
Delivery cost.....	32 cents
Carton.....	17 cents
Corrugated, tape.....	23 cents
Packer's time, 10 min.....	18 cents
	90 cents

If this glassware had been pre-packed by the manu-

Improved pre-pack methods save time and money

FORMERLY

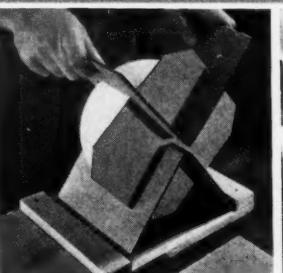
A maker of electric mixers used to pack his product in this manner. PHOTOS COURTESY CONTAINER CORP. OF AMERICA.



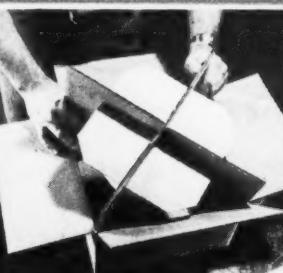
Packer set up a die-cut, scored sheet of corrugated inner packing on a special wooden rack.



Then inserted a die-cut corrugated pad and the bowl in the opening of set-up piece of board.



He placed a second die-cut sheet in reverse position to complete the packing assembly.



He put the completed assembly in top-opening corrugated box, folded and sealed flaps.

NOW

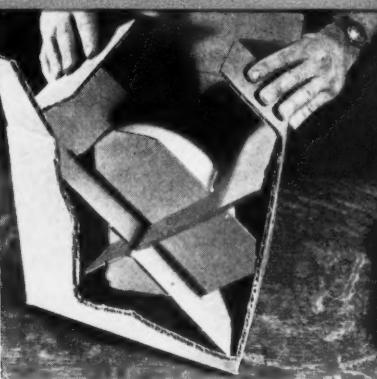
By a new simplified procedure engineered by the container supplier, the manufacturer's pre-packing operation, through substitution of an end-opening container, has increased packer's daily output 70%; saves 41.7% in labor costs, 10% in corrugated board, totaling \$5,000 a year.



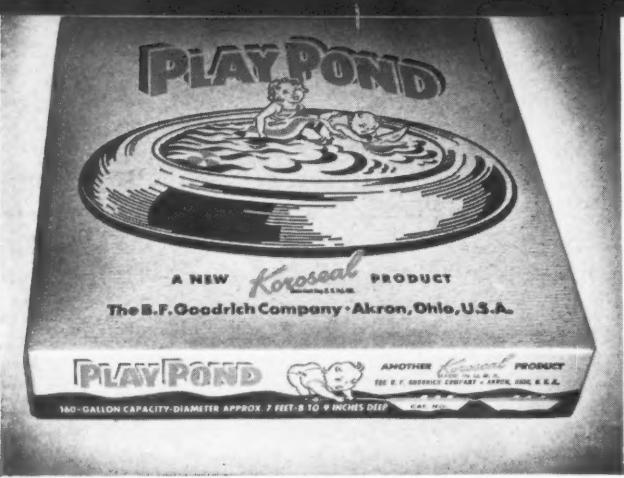
Packer now places the first die-cut, scored piece of corrugated board into container, eliminating need for the use of a rack.



The bowl, the corrugated pad and the second sheet of die-cut corrugated board are then put inside the shipping container.



The only operation remaining to be done is folding in of the end flaps and the final sealing of the completely finished pre-pack.



TOY AND SPORTS items are ready for "take-home" or delivery in corrugated pre-packs. B. F. Goodrich pre-pack, with surface illustrating contents, helps sell goods and also saves the retail clerk's time. PHOTO COURTESY OHIO BOXBOARD CO.

facturer in this case and the cost charged to the store in the price of the item, or as a separate charge for pre-packing, the store claims it could have saved much money and time because the manufacturer could have done the packing more efficiently and economically.

Such instances have thus led to the practice in many stores of having packing, supply and delivery departments insist on pre-packs of almost every item for which they are feasible. Such procedure has been put into effect successfully by Peter T. Yentema, store superintendent, and B. F. Da Silva, packing, wrapping and delivery superintendent, Frederick Loeser & Co., Inc., Brooklyn. These two men have been able to insist on pre-packs since they showed management a report revealing a long list of items for which packing and delivery costs ranged from 30 to 60% of retail price.

As a result, Loeser's warehouses are a remarkable exhibit of pre-packed merchandise. But this is still not the complete answer to the problem, as Mr. Da Silva would be the first to tell you. "Pre-packing," he said, "will never really get anywhere until it becomes the concern of top management."

This is why—and the reason is apparent in all department store merchandising. Every buyer wants to make the best showing he can for his department.

Each buyer is thus a separate little storekeeper within the big store, competing with every other buyer. He makes his showing by the volume he can sell and the size of his mark-up. If he has to pay the cost of the pre-pack in his purchase price, then his mark-up is reduced.

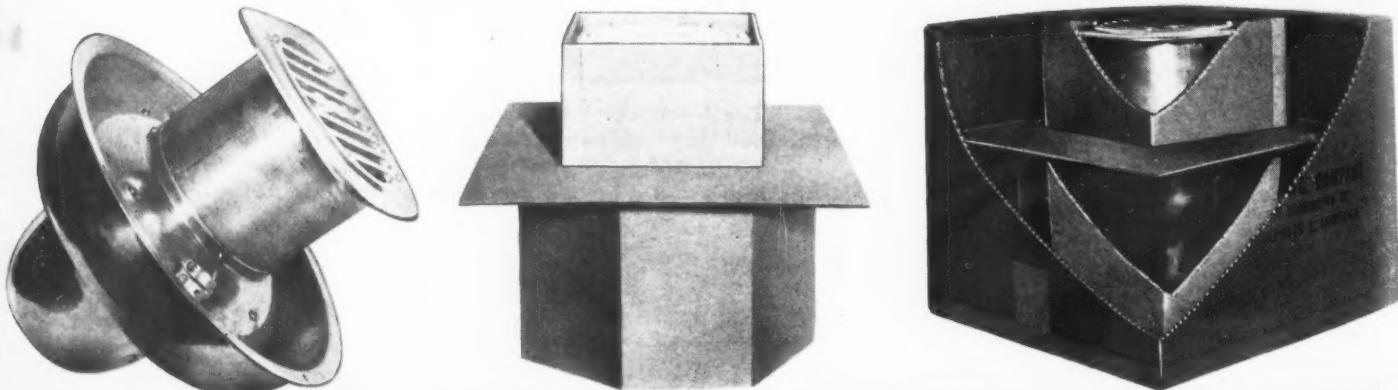
The situation was stated simply by a small manufacturer of lamps. Said he, "If I say to a buyer he can have a quantity of pre-packed lamps for a dollar apiece, he says, 'How much are you charging me for the pre-pack?' If I say 10 cents, he says, 'Okay, bill my department 90 cents and charge 10 cents to packing and shipping.' In this way if he retails my lamp at \$1.50 he gets a 60-cent mark-up instead of 50 cents."

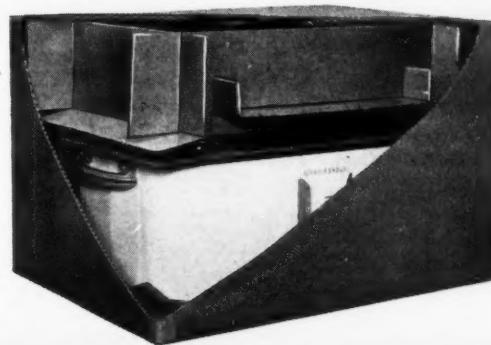
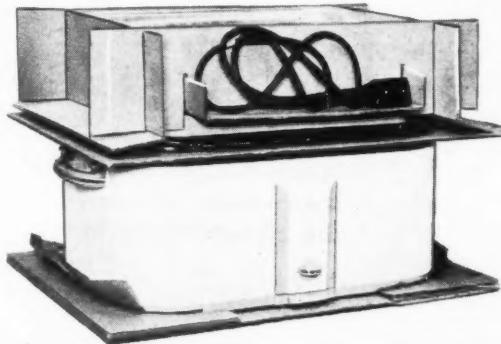
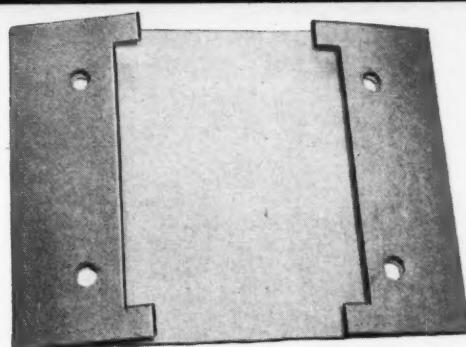
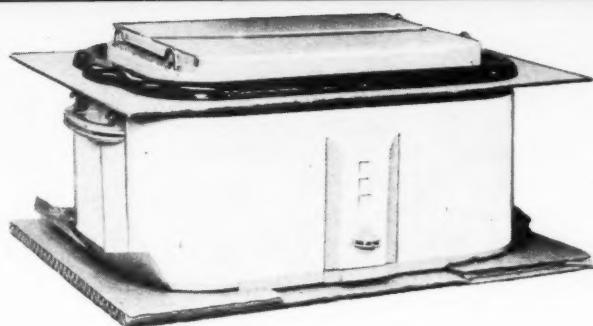
In most stores this procedure is permitted. It was encouraged during the war years when merchandise was scarce and anything was countenanced to get merchandise into the warehouses. It is countenanced today because packing and supply departments will accept the pre-pack charge in their desire to keep down overhead, which they can't do so well without pre-packs.

This is specious economics, of course, because no matter how the bookkeeping is set up to keep peace in the store family, the cost has to show up at the end of the year in operating statements. Even with its faults, the practice is a step in the right direction in that it helps to cut down the over-all wrapping and packing expense. It is helping to get many items pre-packed that would otherwise have to be packed by the store. In some instances it helps to reduce delivery charges.

For example, United Parcel service costs and charges are based on units. A one-unit package must not measure more than 2 cu. ft., weigh more than 25 lbs. or be more than 5 ft. long. A two-unit package is one that is over 2 cu. ft., over 25 lbs. and more than 5 ft. long. Generally, merchandise over 6 cu. ft. or over 50 lbs. or 8 ft. in length, is delivered on furniture cars although such merchandise as rugs is delivered on package cars. Most pre-packs fall within the limits of the one-unit package, but occasionally packages are on the borderline. Sometimes careful study of the merchandise by the store's packing and delivery department enables a specification to a manufacturer of the merchandise for a pre-pack that is within the limits of the smaller unit and still properly packed, thereby eliminating the

ODD-SHAPED ITEMS require careful study to assure adequate protection. Kitchen-Aire fan, made of spun aluminum, is easily damaged. Scored and die-cut inner packing completely suspends the product and restrains it against movement within the container. The cut-away view shows the simplicity of the pack. Only three pieces of corrugated board are required to complete inner packing. PHOTO COURTESY INLAND CONTAINER CORP.





ELECTRIC ROASTER assembly adopted as pre-pack by Westinghouse Electric & Mfg. Co. Roaster pan is supported and spaced by die-cut pad. Wire rack is separated from pan by pad of single-face corrugated. Glassware is placed inside wire rack in pre-pack used to ship it to Westinghouse from glass plant. Bottom pad is die cut with holes to receive rubber feet. Specially constructed partition provides a hold-down for roaster and packing for cover. A regular slotted container encloses entire assembly. PHOTOS COURTESY INLAND CONTAINER CORP.

additional service-cost charge for the two-unit parcel.

A buyer who submits a sample of merchandise to the packing, supply and delivery department before ordering a pre-pack may also save the store money by obtaining a satisfactory pre-pack for less money than the manufacturer might otherwise put on the item. One instance was cited of a pre-pack for which the buyer was asked 17 cents by the manufacturer. The buyer, in cooperation with the packing and delivery superintendent in her store, was able to get a pre-pack which, it is claimed, did the job satisfactorily for 11 cents.

Present pre-pack procedure, however, falls down in the following respects. The buyer is often not able to judge whether a pre-pack is well engineered. In many cases the packing and delivery department is not qualified to do so either. Most stores do not have performance-test standards for containers. They judge them by experience. Many packing men say they spot check the pre-packs before they are sent out for delivery to see that they are okay, but this does not always assure safe delivery. If packing superintendents are anxious to pinch a few pennies here and there to make a good showing, they may accept the pre-pack that saves the most money rather than the one for a few cents more that will give the best performance. This is false economy when viewed in terms of the 20 or more average handlings both in and out of the store which a pre-pack must survive between the time it arrives at a store's receiving department to the time it reaches the home of the customer. Packing men say this is a far

greater number of handlings, on the average, than are involved for packages to meet the requirements of the Consolidated Freight Classifications for shipment from the factory to the store's unloading dock.

United Parcel and other delivery services are interested in pre-packs from the standpoint of their ability to withstand delivery to the customer. Better pre-packs mean fewer claims and less customer complaints. Thus they are anxious to handle pre-packs designed to withstand normal handling in delivery service. Inadequate containers, packed too tight or too loose, mean damaged goods.

Things like this can happen: Consumer complaints one time ran high on the delivery of a store's sale item of step-on garbage cans. Investigation showed that the fault was not with the delivery in this case, but jointly with the manufacturer who had packed the cans before the enamel was dry and with the store for apparently not having taken a careful spot check to see that the merchandise was in good condition before it went out.

On the whole, customer satisfaction with pre-packs is good; complaints run much less than 1% of total store complaints. Sometimes the complaints are that parts are missing—nuts, bolts, handles, etc. Often this is due to careless unpacking by the customer who throws the part away with the packing, but sometimes it is due to faulty inspection by the manufacturer or to packing of parts so that they are not easily found on unpacking.

The ideal pre-packing procedure for all concerned would be to have pre-packs engineered and planned



GIANT MATTRESS PACK was a de luxe prewar pre-pack adopted by Sleepmaster Products Co. to stimulate holiday merchandise. It was made of blue linen-weave corrugated board with trademark in red. PHOTO COURTESY HINDE & DAUCH.



READY-TO-GO Pepperell sheet and pillow case pre-pack was one of first examples in its field of paperboard pre-packing that could be sent out of department store with no additional packing. PHOTO COURTESY CONTAINER CORP. OF AMERICA.

SILVERED CORRUGATED board makes this pre-pack for Duralux Coffee Maker an attractive gift pack. New colored surfaces on corrugated board that take color printing offer many new display possibilities. PHOTO COURTESY OHIO BOXBOARD CO.



scientifically, with cost of the pre-packing included by the manufacturer in the wholesale selling price of the merchandise in the same manner as the cost of a package for a breakfast food or a soap powder is included in the over-all price of the merchandise. A number of large manufacturers are doing this. Such a situation cannot be reached until there is greater cooperation.

There are still too many manufacturers of department store items who are selling their products unpacked, who do not have the knowledge or facilities for scientific pre-packing and whose products are too low in price to include the cost of pre-packs in competition with others who will outsell them in bulk.

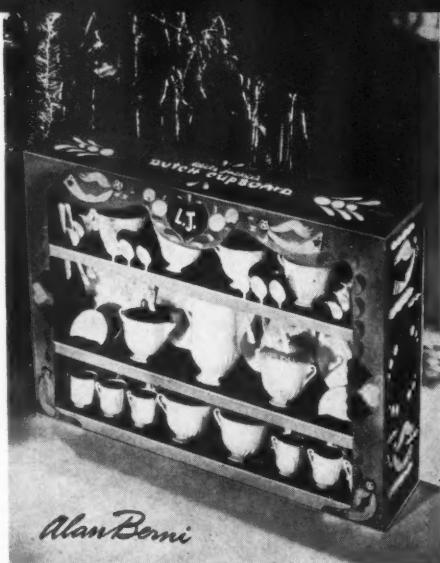
There are still too many buyers who will purchase in bulk to get their merchandise at a price and leave the packing to the store's packing department, or who will order a pre-pack only if charged to operating expense.

There are still too many delivery-room superintendents who will accept pre-packs on a cost rather than quality basis to show a good operating report.

For these reasons the problem is one that top management must take in hand—that stores must work on cooperatively through inter-store committees. Standards must be set up for manufacturers to follow. Agreements must be established for including the cost of the pre-pack in the wholesale price of the merchandise and for buyers to accept that over-all price in the same way a housewife who buys a box of crackers accepts the cost of the packaging with the price of the crackers. Such procedure can bring great economies to all. It will mean time and money saving that can be passed on to the consumer as well. It could mean pre-packing by many manufacturers who, to this point, have not thought in these terms.

For example, one store a while ago had a sale of toilet tissues. From past experience they knew pretty well in what units their customers purchased—dozens, two dozens, three dozens. The buyer and packing superintendent of this store got a manufacturer to pre-pack the tissues for them in proper selling units. When the sale was announced in the store's advertising, the pre-packs were ready to go out by merely writing the orders and pasting on the address labels. Thousands of dollars were saved. All stores know that at certain times of the year they are going to have sales of similar items. By working cooperatively and with manufacturers, they could all profit by ordering uniform pre-packs. The same procedure could be worked out for multiple-unit sales of cake soaps, for jam and jelly assortments, assortments of cookies and other items.

Pre-packing is every store's problem. How efficiently they employ it as a means of reducing the mounting costs of customer services depends on how well they can work together to further its efficient development. So far it is still an intra-store problem on the one hand—a struggle between merchandise, accounting, supply and packing departments—and on the other, a problem of which stores are aware individually, but apathetic when it comes to organizing representative retailer-group committees that could get somewhere cooperatively.



This month's COVER PACKAGE*

No. 24 of a series

THE PROBLEM:

A toy manufacturer has done well with sets of toy dishes, which have become a staple item of his manufacturing activity. However, he feels the need for improved packaging to maintain his position in a tough competitive market. At the same time, rising costs of materials and labor forbid any increase in the cost of the package. A survey of conditions in the field has revealed the following faults of the conventional package being used: (1) ordinary die-cut slots in a platform base do not hold the dishes securely during shipment and, when the dealer opens the set, a number of items have fallen out of place; (2) the box, which must be displayed horizontally, takes up a great deal of counter space, limiting the number of sets that can be opened for display and (3) the package is too much like competitors—it lacks a distinctive appeal.

THE SOLUTION:

Since there could be no increase in the cost of the package, the designer was restricted to the use of the same material—folding boxboard—to construct a box of a different size and shape that would provide better protection and better display on less counter space. For better security and display, he conceived the idea of attaching the dishes to three "shelves" running laterally in an open-front box standing on its narrow side. From that, it was an easy step to the conception of "Little Jackie's Dutch Cupboard," embellished with typical Pennsylvania Dutch designs and bright colors. The insert which forms the shelves is constructed with simple die cuts which hold the cups, plates, bowls, knives, forks and spoons securely in place when the package is turned on its side for shipment, eliminating loss of parts and the need for the dealer to re-arrange the set. This package is designed to hang on the wall of a playroom and provide a permanent place for the dishes. This re-use value and the distinctive design and coloring of the package give the manufacturer the stand-out eye appeal on the shelf which he required.

THE DESIGNER:

Alan Berni, director of Alan Berni & Associates, New York, has solved many toy problems in his 14 years of specialization in the package-design field. But his well-rounded experience also has covered, recently, such diverse lines as 200 packages for Winchester Repeating Arms Co.; special holiday cake boxes for General Baking Co.; a complete line of baby toys for Childhood Interests; over 1,500 packages in the last 10 years for International Vitamin Corp. and more than 200 wool- and cotton-products packages for the American Thread Co. He prides himself on a sound technical and mechanical approach as well as a keen design sense and likes to follow package developments through from drawing board to production line. On a recent assignment for a chain of retail bake shops his designs covered everything from store fronts to salesgirls' uniforms.



ALAN BERNI

* Brand and company names used in the hypothetical design are purely fictitious; the design remains the property of the designer who conceived it for this cover illustration. Any resemblance to any existing package is purely coincidental.

CREAM-WHIPPING CAN

You've noticed the fascinating tank-like gadget the girl at the soda fountain uses to top your favorite dessert with frothy ribbons of whipped cream. She just pushes a valve down and presto! Many a housewife has yearned for an equally convenient and attractive way of serving whipped cream in her own home.

Today she can do just that—thanks to a new type of pressure container for whipped cream placed on the market by Bowman Dairy Co. of Chicago. Designated as Quick Whip, the product is packed in a special type of metal container which is charged with nitrous oxide and carbon dioxide to give the cream the desired whipped consistency and to eject it from the can when the finger-tip valve at the top is gently pressed. The principle is the same as that of the aerosol containers used for insecticides, toiletries, etc.

The seamless container will withstand an internal pressure as high as 125 lbs. per sq. in. However, for this application a pressure of 65 to 75 lbs. is adequate to provide the necessary whipping and dispensing action. The container is used in connection with a special type of dispensing valve which was developed by Bowman technicians and is now manufactured to the company's specifications.

Newest product of Bowman Dairy Co., Quick Whip has enjoyed enthusiastic customer acceptance since its introduction in the Chicago market the middle of October. The great convenience of the product, in comparison with the usual methods of handling whipped

cream, is immediately apparent to any housewife who tries it. A touch of the finger against the ivory plastic dispensing tip and tasty, delicious fresh whipped cream tops puddings, pies, shortcakes or hot chocolate. Furthermore, there is no shrinkage or waste involved; the product stays fresh in the refrigerator.

Bowman's experimental work with this revolutionary new container began during the early years of the war. Many workable models were developed, but all were discarded until the invention of the present container, which is sufficiently reasonable in cost to be economically practical, Bowman officials believe. Although the metal container is filled with 6 fluid ounces of Grade A cream to which sugar and vanilla have been added, the housewife actually gets approximately 21 fluid ounces from the dispenser, for the whipped effect does not occur until the instant the cream is released for use.

Retailing at 48 cents in the Chicago market, Quick Whip yields more than four billowy tea cups of whipped cream. This compares to whipping a half pint of cream at home, which results in approximately 16 fluid ounces and entails considerable time and bother, not to mention the inevitable waste. With Quick Whip, the housewife may use as little or as much whipped cream as she wishes, then replace the red plastic outer cap and return the container to the refrigerator. No "returns" are necessary, since the can is discarded when empty.

Among the reasons for the choice of polystyrene material for the dispenser sleeve and protective cap

How Bowman Dairy fills and seals the

STERILIZING the Quick Whip containers in a chlorine solution is the first step taken, in preparation for filling.



FILLING with product, which is fresh cream with vanilla and sugar added. Cream flows in through a pipeline.



DISPENSING VALVE is pressed in can by pneumatic force. Rubber gasket provides a gas-tight seal.



Aerosol principle enables 6 fluid oz. of cream to be dispensed from can as 21 oz. of whipped cream—at touch of a fingertip

KEEP CAN REFRIGERATED!



BOWMAN DAIRY COMPANY
140 W. Ontario St., Chicago 10, Ill.

IMPORTANT: Do not press tip with can upright. Gas escapes rendering container useless. CONTAINER MUST BE KEPT COLD!

1 Shake well before removing protective plastic covering from dispenser tip.
2 Hold can up side down with dispenser tip close to place of application.
3 Place index finger against one side of dispenser tip and press gently. Plastic cover should be replaced on dispenser after each use.

PERMIT NO. 37
VALID EIGHT PENDANT



LIKE MAGIC, the plastic tip of the dispensing container spews real whipped cream without a lick of work. A special valve and 60 lbs. pressure of nitrous oxide and carbon dioxide gases do the trick. Simple directions appear on label.

were that the material would successfully withstand exposure to refrigeration temperatures and would not absorb moisture and food odors. In addition, the colorful cap and ivory plastic tip have a clean-cut appearance that is desirable in a food package.

Being a pressure container, the Quick Whip can has a concave bottom, similar to the type employed on low-pressure aerosol dispensers, and a sloping shoulder



near the top. At the present time a printed label is used on the product, but plans call for a switch to lithographed cans in the near future. The label, printed in red and blue on buff stock, features the product name and description on the front panel, along with a line drawing of Bud Bowman, the company's well-established trade character.

Back panel of the label gives simple, illustrated in-

revolutionary cream-whipping container

GAS is introduced through valve. Tasteless, edible gas is held in can with cream.

POLYSTYRENE tip is slipped over the metal-and-rubber valve stem.

COVER guards the tip against contamination or the release of gas.

AGITATION on vibrating table blends product. Cans are crated, ice-packed, stored in cooler.



structions for using the dispenser, cautioning the user to keep the can refrigerated and not to press the dispensing tip with the can in an upright position. If this is done, the cream goes to the bottom of the container instead of against the dispensing valve and the gas escapes, rendering the container useless. Thus, consumer education on this point is vital to the success of the package.

The accompanying series of photographs, although taken in a pilot plant before the mass-production line was placed in operation, illustrates the steps by which

this radically new type of container is filled in the Bowman plant.

While there are few products in which the packaging and storage problem would exactly parallel that of whipped cream, the use of a similar type of dispensing device for other food products such as salad dressing readily suggests itself.

CREDITS: *Seamless low-pressure aerosol-type container, Crown Can Co., Philadelphia. Molded polystyrene decorating sleeve and outer cap, Superior Plastics Div., Commonwealth Plastics, Inc., Chicago. Labels, R. J. Kiltredge & Co., Chicago.*

COTTAGE CHEESE IN PLASTIC TUMBLERS

Another Bowman Dairy Co. innovation which so far has been well received by Chicago housewives is the opportunity to purchase cottage cheese packed in plastic re-use tumblers. In mid-October, Bowman launched a special sales effort featuring 13 oz. of cottage cheese packed in translucent tumblers with crimped-on sheet aluminum closures. The plastic used is a special, tough, heat-resistant compound of polystyrene.

Tumblers used by Bowman come in six "jewel" colors—ruby, topaz, emerald, amber, amethyst and sapphire. During the first week of the campaign, the cheese was supplied in the ruby tumbler, with the plan calling for a new color each week until all six had been made available. Retail cost of the product in this re-use package was 36

cents—a particularly good buy in view of the fact that the same tumblers alone retail at 35 cents.

Signboards, newspaper ads, brightly printed bottle hangers with order form on the reverse side, retail store window and refrigerator display signs and a special letter to Bowman store accounts were among the media employed to create interest in the program.

The bottle hangers used in informing home-delivery customers about the offer featured illustrations of the tumblers in their actual colors and showed Bud Bowman, the company's familiar trade character, holding one of the red tumblers in his hand. The price was prominently included on a circular red patch at the bottom of the bottle hanger for retailer and consumer convenience.

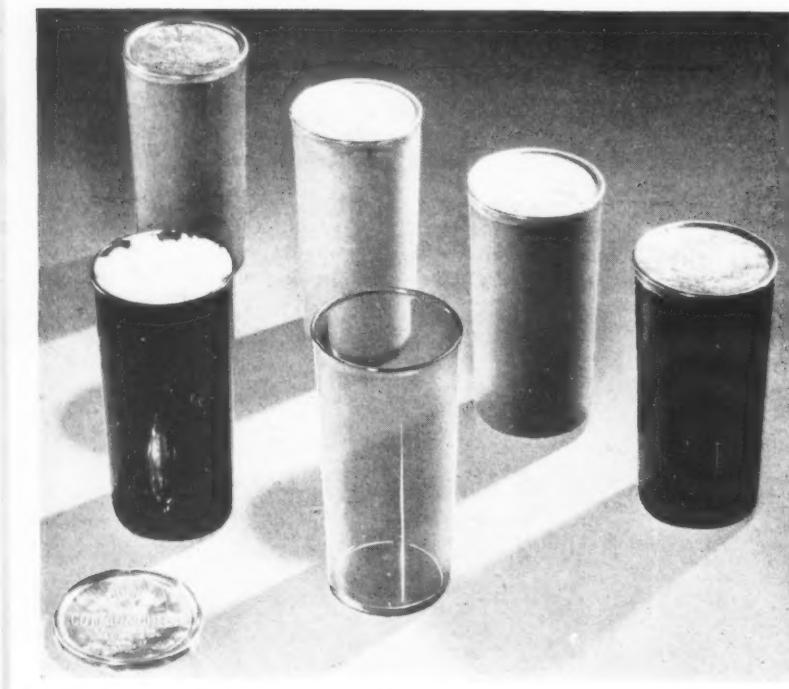
"You'll want at least a set of six glasses," states the copy on the reverse side of the hanger. "These beautiful Gaylon plastic tumblers are excellent for hot or cold drinks—whenever that 'extra color' touch is desired."

The new plastic tumblers are described as "shatterproof and unbreakable when dropped under normal conditions."

Company and product identification on the package is confined to the embossed aluminum cap, which is crimped on the flaring lip of the tumblers and provides a tight, tamperproof seal. The tumblers themselves carry no product or company reference.

CREDITS: *Gaylon tumblers, Eldon Mfg. Co., Los Angeles. Embossed aluminum closures, Aluminum Seal Co., Richmond, Ind.*

TUMBLERS, in 6 colors, are labeled only on embossed aluminum cover.





GLOW EFFECT around brand name suggests radiance and helps identify Radiant Mfg. Co.'s new packages. All packages are display cartons.

Seasonal merchandise, placed on display only once a year, requires smart package design for point-of-sale promotion and brand identification. This year, Radiant Mfg. Co., Seattle, maker of Christmas tree lighting sets, repackaged its line for maximum appeal.

The requirements were clear. The company manufactures strings of Christmas tree lights in various sizes for indoor and outdoor use. It wanted the most attractive package possible—a package to set off the merchandise as a quality product. It wanted to get away from stereotyped Christmas colors and designs.

What has been developed is a line of packages making bold use of illustration, color, lettering and materials to produce a package distinctive and appealing.

A single Christmas illustration and the name, Radiant, dominate the package cover. Two small boys in the foreground are shown drawing a Christmas tree over drifted snow toward a town sparkling in the distance.

The controlling color is a rich, deep blue, contrasting with the white snow scene. A light blue touches the snow with soft shadows. Bright orange on some lettering and for the small figures in the foreground supplies warmth and contrast.

A stipple background in white and light blue sets off the bold letters of the brand name above the illustration. A die-cut, display-type lid enables the retailer to build a display showing the merchandise and projecting the name, Radiant, with an irregular outline to catch the eye. The illustration, colors and stipple handling of brand name were chosen to make the lettering glow and to suggest the idea of radiance.

The box insert holding the light string and bulbs in shipment carries an all-over-printed, snow-crystal design in white on the same light blue that is used on the outside. This pattern provides a uniform display back-

RADIANT CHRISTMAS

Maker of light sets gets a bright package that expresses name and use



IMPROVEMENT in display value is shown by comparison of the old and new Radiant packages.

ground for the colored bulbs and minimizes shadows.

This season's boxes were made in four sizes. For uniformity and family identification, designs and colors are identical throughout. In this respect the new line contrasts with the old, where the four boxes were of four varying designs and types of materials.

The redesigned packages are uniformly of white patent board with news lining. Inserts are of the same material. The patent coating gives a smoother and whiter printing surface than the bleached manila used in other seasons. The news lining provides a cleaner appearance inside. High gloss ink brings a maximum of lustre without the expense of varnish.

The addition of a third color and utilization of better materials in the new package boosted the cost by from 5 to 10%. But Radiant Mfg. Co. considers this expense negligible in terms of the added sales appeal, brand identification and product protection.

CREDITS: Design, Tacoma Engraving Co., Tacoma, Wash. Carton, Container Corp. of America, Chicago.

ONE-PIECE, HEAT-SEAL

It may be an answer to the frozen food packers' prayers.

**Wax-resin-polymer coating makes folding carton an effective
moisture barrier without a liner or overwrap; new machinery
sets up, fills and seals carton in one continuous operation**

For years, frozen food packers have been looking for a simple, low-cost, single-ply folding carton which, in a single operation, could be set up, filled and sealed so effectively as to provide the necessary water-vapor retention without either a liner or an overwrap. Several recent improved types of packages and equipment have met most of these requirements, but none, the packers say, has met all of them.

Now, thanks to a remarkable example of joint development work by a group of suppliers, working closely with the packer's engineers, Seabrook Farms has a package which, it believes, fits all of the above specifications. The first container line, involving completely

new machinery from start to finish, is operating successfully in Seabrook's huge Bridgeton, N. J., plant. Over the last year, several hundred thousand pounds of Seabrook peas and lima beans have been packed in the new carton and tests appear to confirm the suppliers' claims as to the practicability and high performance of the amazingly simple package.

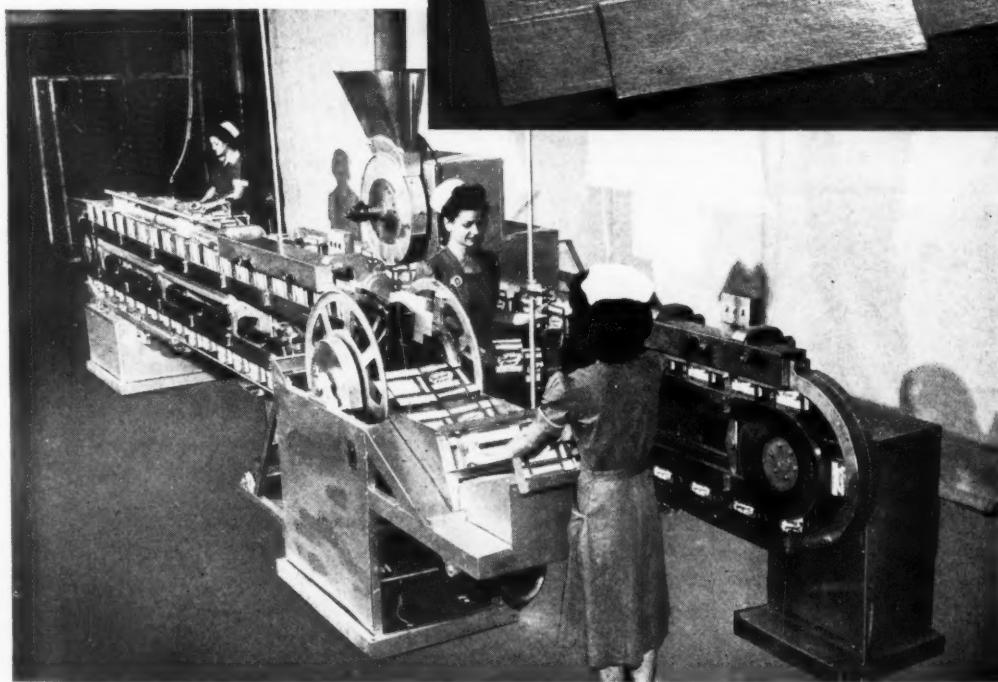
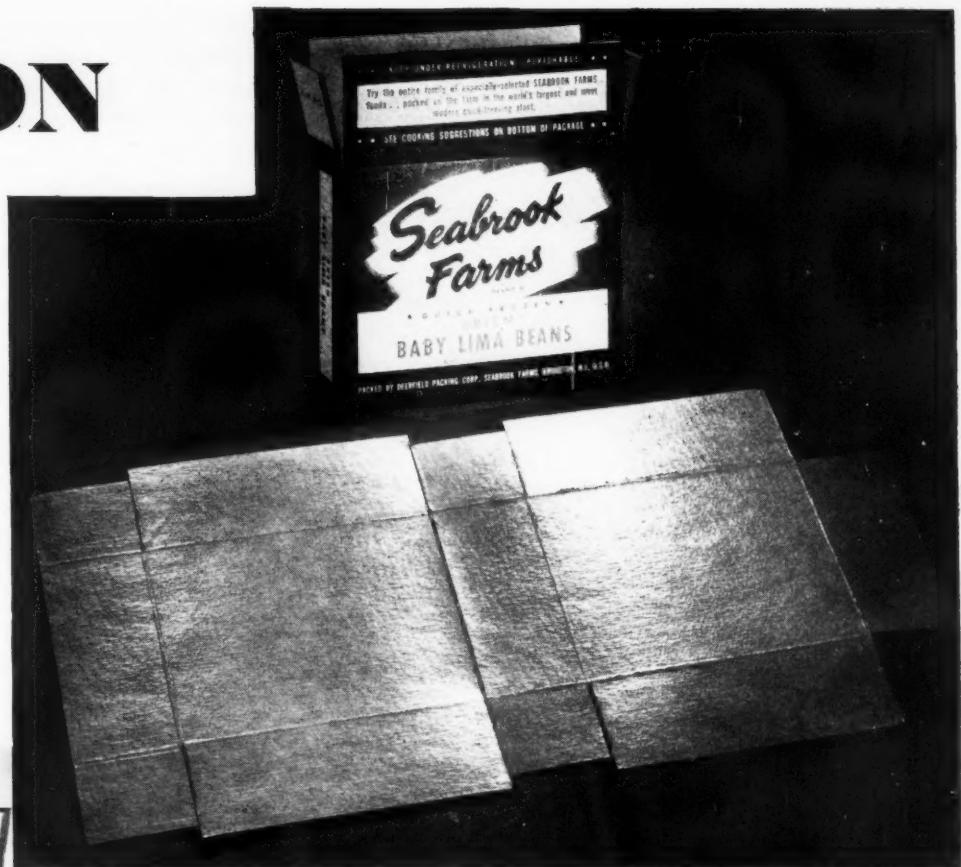
The design of the carton is simply that of a one-piece, full-seal-end box such as has been used for many years for cereals and other dry products. It uses a conventional type of board: white patent-coated, manila backed. The great difference—and the secret of its success—is a new thermoplastic coating, completely

- I. DISPLAY VALUE** is good. Transparent coating does not obscure printing, but gives it gloss. This is standard Seabrook Farms label used on all types of packages; pictorial vignettes could also be used.



CARTON

2. BLANK IS COATED at the supplier's after printing and cutting, so that no edge or surface is left without its protective thermoplastic film. At rear, a carton set up ready for filling. Coating has been found non-toxic, tasteless and odorless in direct contact with food.



3. OVER-ALL VIEW of production unit. Blanks are fed in foreground; side and bottom sealed during circuit of forming machine; conveyed to filler (center background); make circuit through top sealer (end of which appears at right) and are discharged at far end. The production rate, with three attendants, is 6,000 cartons per hour.

covering the blank, which (1) provides a tenacious heat seal in place of glue in setting up and sealing; (2) gives a non-toxic, tasteless and odorless surface in direct contact with the food and (3) acts as a leakproof water and water-vapor barrier so effective that liner and over-wrap can be dispensed with.

The clear transparent coating, which gives a gloss to the package surface, makes a heat seal so strong that sealed surfaces cannot be pulled apart without tearing the board itself. Yet, it is claimed, it will not block at temperatures up to 115 deg. F. The components are the secret of the coating manufacturer, who spent eight

years developing and three years perfecting it for this specific purpose; it can be described merely as a wax-resin-polymer combination.

The simplicity of the package naturally gives rise to skepticism about its water-vapor-transmission resistance. Repeated tests have been run. In the latest test, comparing sealed frozen food packages of various types under similar laboratory conditions, the package transmitted only half as much water vapor as the most effective of the conventional packages.

The future of the package is not limited to frozen foods. In achieving an effective water-vapor seal with-

Sequence of operation



4. BLANK IS PICKED from magazine by suction cups, registered with continuous conveyor mandrel that carries it through forming machine.

out liner or overwrap, the carton appears to have attained the goal of all packers of dry, hygroscopic products such as cereals, prepared mixes and dessert powders. It apparently is one of the first folding cartons that can lay claim to being completely siftproof.

Background of development

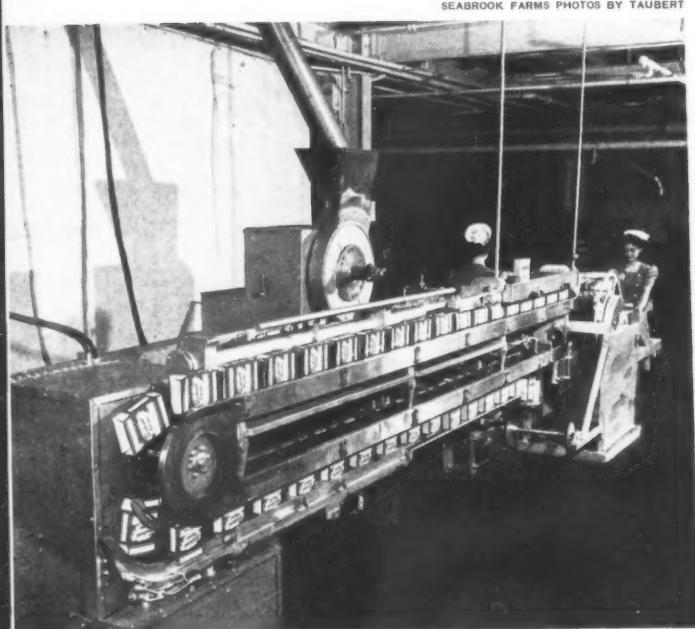
The thermoplastic coating, which has been given the trade name Darex, is an outgrowth of the famous Dacca carton coating, developed by the same manufacturer. The Dacca carton provides similar protective qualities, but its coating is applied by dipping the carton after it has been set up and its use is therefore considerably more complicated.

Previous attempts at pre-coating folding carton board have been made without much success; when blanks were cut from the board the coating seemed to lose its effectiveness at the edges and usually it was weak at score and fold lines.

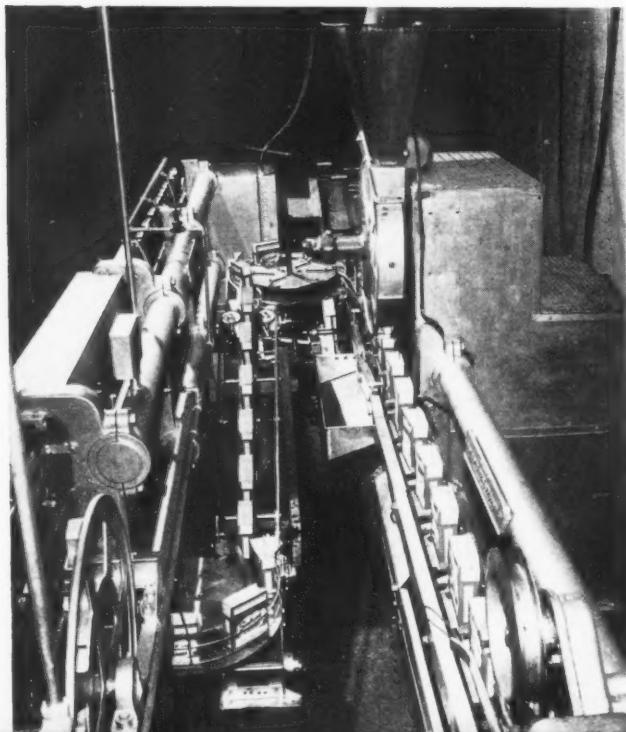
One of the big reasons for the success of the new Darex-coated carton is that the flat stock is coated *after* the printed blank has been cut and scored, so that edges and scores as well as both sides are uniformly coated. The improved coating has sufficient elasticity, it is claimed, so that it does not crack at corners when the carton is set up on the machine. The maximum bending angle in this type of carton is 90 deg. Finally, it is claimed, the coating has sufficient "flow" under heat during the carton setting-up process to fill any corners or cracks that possibly might otherwise impair the carton's efficiency.

Credit for the successful development is shared by the carton maker (who was the prime mover and backer of

6. VIEW BETWEEN the two machine units shows cartons leaving the forming machine (left) and traveling up the conveyor to the star wheel which spaces them and feeds them on filler line (right) for their journey back toward camera.



5. FORMING MACHINE, from opposite end, showing progress of cartons through (top level) side-seam heat sealer, compression unit and air-jet coolers; (lower level) similar operations on bottom flaps. Near end of machine, open cartons are blown off by air jet to conveyor turntable.



the joint research), the coating manufacturer, two machinery companies and—to no small extent—the Seabrook Farms engineers, who cooperated in working out the final application.

In addition to a solution of coating and board problems, the package has required the development of a special machine for coating the blanks in the carton maker's plant and an integrated line of wholly new machinery in the packer's plant: a machine for setting up the cartons from blanks by heat sealing, a conveying and feeding unit for the empty cartons and a new type of filler and sealer.

All of the special machinery, except the coater, is controlled by the carton manufacturer. Although details have not been fully worked out, it is expected that, if and when the demand for the new package develops beyond the ability of this one carton company to supply them, arrangements will be made so that other suppliers can participate. Other machinery manufacturers also may be licensed if the need develops.

Details of operation

A view of the operation at Seabrook Farms is an eye-opener. In place of the unwieldy sequence of machines and operations that has been the rule in the handling of carton packaging in the frozen foods industry (setting up, filling, overwrapping and sealing), the new installation has all of the simplicity and efficiency of a canning operation. The synchronized machines operate virtually as a single unit; food straight from the fields literally pours in at one end and sealed packages march out at the other end, ready for the freezer.

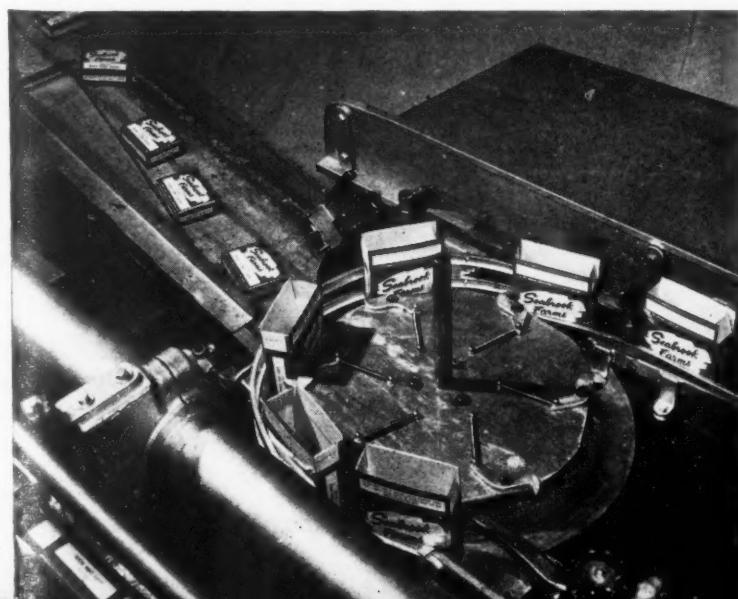
With only three girl attendants, the line has operated on peas and beans at a steady rate of 6,000 packages an hour. In an entire day's test for spoilage, only 47 cartons had to be rejected for imperfect forming and sealing. Even a much higher rate of rejection would not slow production, for imperfect cartons are simply lifted out at the feeding unit ahead of the filler and there

is sufficient "cushion" at this point to provide replacements.

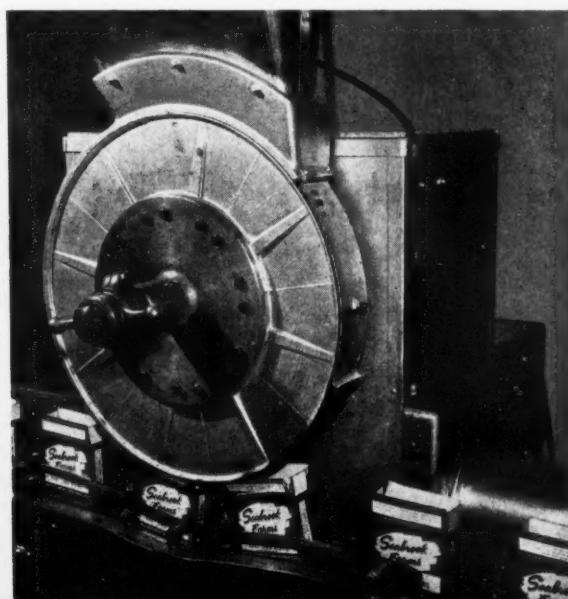
The machinery is arranged roughly in the shape of a close-coupled letter N, occupying a floor space of approximately 24 by 10 feet. The forming unit constitutes one leg of the N and the filling and sealing unit the other, the two legs being connected by the line which conveys, times and feeds empty cartons from the former to the filler. One attendant is required for general supervision of each of these three units. Over-all views from the outside and inside of the N are shown in Figs. 3 and 6.

The operation starts (Fig. 4) with the stacking of the blanks in a magazine at the head of the forming unit. Suction cups pick up a blank and drop it on a continuous chain conveyor at regular intervals. As the flat blank moves on the conveyor, it is picked up by a synchronizing wheel which positions it so that a pre-heated mandrel catches it from below (Fig. 3) and carries it into a guide channel. Baffles break the blank around the mandrel on one side panel. The mandrel then continues in a horizontal plane and rotates 90 deg. while moving, pushing the blank over so that the opposite, open side panel is uppermost. In this position the blank is carried through the overhead unit in which the side flaps are folded, heat sealed at 250 deg. F. and compressed by spring-loaded fingers. Emerging from this unit the carton, still traveling on its side (Fig. 5), continues with the mandrel in a straight line for another 6 ft., passing under a pipe which blows cooling air jets over the seam. At the far end of the machine, the conveyor—and the mandrel and carton with it—makes a U-turn downward and starts backward along the under side of the machine. In making this turn the mandrel is upset to invert the carton for sealing of the bottom flaps. A curved stationary cam turns one of the short flaps in and a notch catches the second short flap, folding this flap into position. The carton then passes through a bottom unit which folds the long flaps

7. CLOSE-UP OF STAR WHEEL shows cartons moving into pockets on conveyors that carry them under filler and through the final sealing operation. Below and in background, the filled and sealed cartons on broad canvas belt moving away to the freezers.



8. FILLING WHEEL is rotary on vertical principle, fed from hopper at top. Wheel has eight pockets that load cartons passing below. Volume of fill is adjustable without stopping machine.





9. MAKING TURN at end of filling unit, cartons have been sealed and are held under compression during journey back to discharge end.

over and down and heat seals them firmly. All of these breaks and folds must be precisely made.

About three-quarters of the way back along the forming machine, after any excess coating has drained off and the bottom seal has cooled, the carton is blown down and off its mandrel by an air jet and drops on a turntable which takes it—standing upright ready to be filled—under the forming unit to a conveyor belt (Fig. 6) and thence upward and back to the star wheel (Fig. 7) which accurately spaces the cartons and feeds them into conveyor pockets for their journey through the filling and top-sealing unit.

The filler (Fig. 8) is an interesting development in itself. Instead of the horizontal wheel customarily used in volumetric food filling, a vertical wheel has been devised with eight pockets which, radiating outward from the axis, are larger at the mouth than at their base. This obviates the "bridging" which sometimes occurs with food products at the constricted mouth of filler pockets. The filler wheel is fed from a hopper at the top and each pocket simply drops its load into an open carton passing below in synchronization as the wheel revolves. The hopper, in turn, is kept filled through a pipe from the floor above. Either fresh or pre-frozen peas and beans may be handled in this manner. The

volume of fill can be instantly adjusted without stopping the machine by means of a turn-screw which projects from the axle of the filling wheel and there is an automatic no-carton, no-fill control. A vibrator attachment on the hopper mount facilitates discharge and there is another vibrator on the conveyor to shake down the product in the carton.

Immediately following the filler there is a check-weighing station at which every third or fourth carton is taken off and weighed manually. It is expected that this will eventually be replaced by an automatic check-weigher with electronic controls.

With the carton still on the top side of the continuous over-and-under conveyor belt, the top flaps are folded in, heat sealed and held under compression while the package makes the turn at the end of the line and is inverted so that the weight of the contents rests on the flaps that have just been sealed. Traveling on the conveyor back the length of the machine on the lower level, the flaps have time to cool and set. Finally, the package is kicked out of the chain conveyor and tipped over sidewise on a broad canvas conveyor belt that carries it upward to the discharge table, where an attendant arranges the finished packages on trays or packs them in cases for immediate conveyance to the freezers or storage room, depending upon whether the product is packaged fresh or pre-frozen. Later there will be an automatic collector and caser.

Everything about this entire operation is continuous; there is no stopping or intermittent motion at any point. All units of the machinery join in one synchronized movement, pouring out packages at the steady rate of 100 a minute.

The production machinery was preceded by a testing prototype, hand loaded, which performed all the functions of carton forming and sealing. This was tried out at Seabrook Farms in 1947 and settled many questions of time, temperature, etc. It was decided to make the machine in two units for greater flexibility. The prototype machine packed 100,000 cartons of peas nearly a year ago and these have been held in storage for thorough testing. The run just completed covered 250,000 cartons of lima beans, which it is expected will move into sales channels shortly.

It is expected that future models of the machine will be made adjustable to handle various sizes of cartons so that it can pack a wide range of frozen products.

Water-vapor tests

Water-vapor tests on the package have been conducted in the supplier's laboratory in accordance with ASTM Specification D895-47T in the following manner: The package is filled with calcium chloride, sealed and placed in an atmosphere of 92% relative humidity at 100 deg. F. The package is held under these conditions until a uniform rate of moisture pick-up is attained. Then the rate is measured over a period of 24 hrs. The results are measured in grams of water picked up by the calcium chloride per 24 hrs. per 100 sq. in. of carton area.

Under this test, the laboratory reports, the new

coated carton compared with existing types of frozen food packages as follows:

Type of package*	WVP (gms./100 sq. in./24 hrs.)
Darex-coated carton	0.9
Peters-type carton with MST cellophane lining and single waxed overwrap	1.8
One-piece, six-corner glued carton of wax-laminated board (inner surface of parchment-type paper) with single waxed overwrap	2.3

* Data on the waxed fibreboard can with metal ends were not available.

The laboratory stresses that this test has certain variables and the data cannot be considered definitive. Seals were made as nearly as possible of comparable quality, but on laboratory rather than production-line equipment and the results are not strictly reproducible. The data are, however, averages from several tests and they are believed to give a rough approximation.

Figures on WVP tests at zero are not yet available, but it is said that preliminary results indicate about the same relative performance.

Since work is still going on testing cartons under production conditions, it will be some time before all the desired WVP data have been completely evaluated.

Taste and odor tests

Since it was realized that the possibility of taste and odor pick-up by the food from the coating or board would be an important question, tests on these points were conducted by Dr. Bernard E. Proctor, Cambridge, Mass., food consultant.

His test for taste or odor pick-up from the package consisted of (a) blowing breath on board to release any possible unpleasant odors by warm, humid conditions; (b) chewing sections of the package to detect possible taste-producing impurities and odoriferous substances and (c) checking for flavor pick-up by foods contained in the carton such as canned peas, flour, corn flakes and lard. He reported (a) "a very slight characteristic waxy odor, not unpleasant"; (b) "no taste on chewing until wax layer is penetrated and board is reached"; (c) "no flavor pick-up from package."

Tests for penetration of foreign odor through the carton were run under severe conditions at room temperature and using hand-sealed cartons. Packages filled with various foodstuffs were placed, one at a time, in a new No. 10 can along with a small amount of a volatile substance such as banana, vinegar or naphthalene; the cans were sealed with wax and stored for six days, then the packages were removed and allowed to remain in room atmosphere overnight to insure removal of most of the residual odor on the outside of the packages. The packages were then opened and various portions of the foods examined by smelling in a neutral atmosphere. The conclusion was that only a few very odoriferous chemical compounds—not likely to be encountered anywhere in the frozen food merchandising—were able

to penetrate the package and that the packages "permit penetration of no ordinary contaminants likely to be troublesome with foods."

Dr. Proctor's general conclusion was that the packages neither imparted nor transmitted any taste or odor under room-temperature conditions and in environments such as they might be expected to encounter. Under frozen storage conditions, he pointed out, with odoriferous substances being less volatile, the possibility would be even more remote.

"It is my opinion," said Dr. Proctor, "that these packages have desirable functional characteristics and properties for the packaging of frozen foods."

It is apparent that Seabrook Farms—noted for its emphasis on quality control—shares this view. Belford Seabrook, who heads up the engineering side of the firm, is not yet ready to say that the package and the machinery constitute the final answer to all frozen food problems (he is, in fact, testing another experimental line at the present time), but he feels that they have come a long way toward that final answer.

CREDITS: Cartons manufactured and development work directed by New Haven Pulp & Board Co., New Haven, Conn. Darex coating developed and manufactured by Dewey & Almy Chemical Co., Cambridge, Mass. Forming, filling and sealing machinery built by C. E. Clarke Machine Co., Everett, Mass. Coating machine by International Paper Box Machine Co., Nashua, N. H.

10. CONVEYOR BELT takes the finished packages to the collecting table where they are assembled on trays, ready for the freezing room.



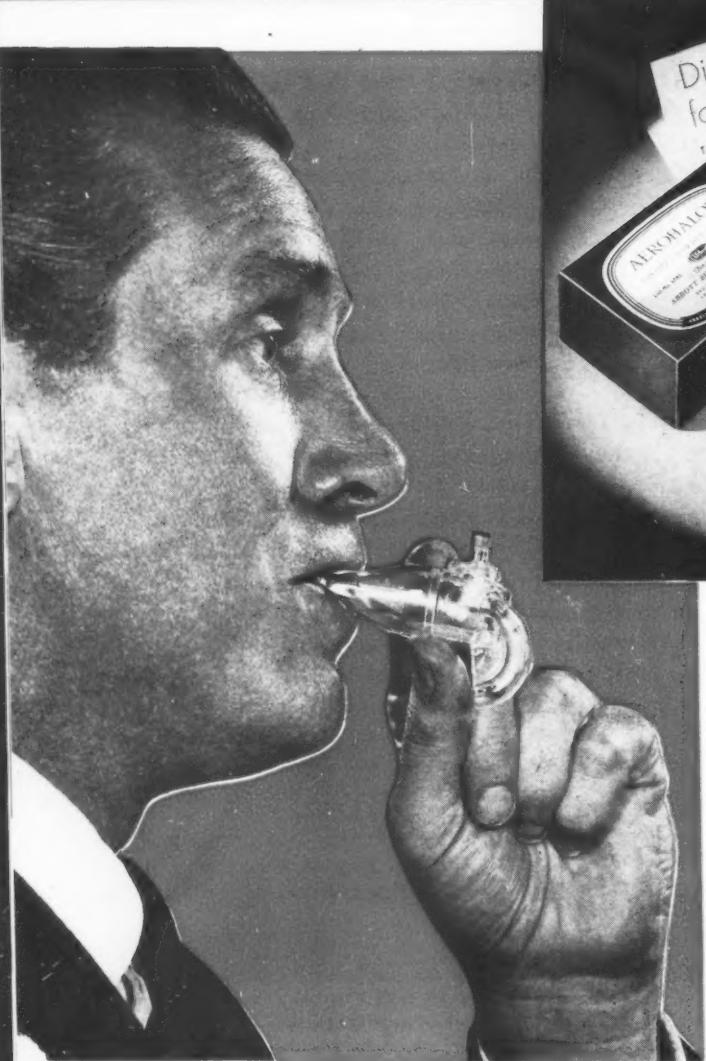


PHOTO COURTESY ABBOTT LABORATORIES



▲ **PACKAGES** within packages make up compact kit. Inhaler itself is in set-up box with die-cut platform. Sealed acrylic cartridges of penicillin dust, with screened end temporarily covered with rubber stopper, are packed three to a glass vial sealed with polyethylene plug stopper. Four vials—a four-day treatment—are in folding carton with accordion-folded separator.

◆ **NOT A WHISTLE** but an important new medical device is this molded acrylic Aerohalor for simple oral self-administration of penicillin dust. Solid end of one of the dispensing cartridges, ribbed for easy handling, may be seen extending from top of device. Patient inhales penicillin.

ABBOTT'S

Late this summer, an inexpensive plastic device for inhaling finely powdered penicillin was put on the market by Abbott Laboratories, North Chicago, Ill. After a characteristic, cautious look, the medical profession welcomed it as a radically simplified means of treating certain infections of the upper and lower respiratory tract.

The Aerohalor, as it is called, was important medical news. Investigation revealed that the device also was newsworthy from the packaging angle, for in simplifying the medical treatment Abbott had to solve an intricate packaging problem. In fact, the problem was so complex that after final approval the device itself and the penicillin powder used with it had to be marketed in four packages—three of which were integrated packages-within-a-package.

In order to appreciate the packaging aspects of the Aerohalor, it is necessary to point out how it functions and the special administration difficulties which it is designed to overcome.

The inhalation of penicillin in mist or spray form to combat certain infections of the upper and lower respiratory tract has been an important medical tool for some time. However, the treatment has always required the use of complicated tubes, valves, oxygen tanks or com-

pressed-air machines. Sometimes the patient huddled beneath an enveloping tent-like structure to inhale the mist. Expensive and cumbersome, the equipment could best be used only in a hospital or physician's office.

Penicillin, being hygroscopic, absorbs moisture and undergoes deterioration when exposed to air. Before the physician could administer the drug via mist inhalation, it was first necessary to prepare a solution of the amount the patient was to receive. A more efficient and preferably simplified method was needed.

In the fall of 1946, two groups of doctors began working on the inhalation of penicillin in powder form. One of these groups turned to Abbott for mechanical aid. They had been using a mask which held the powder in blotter pads, permitting the patient to inhale some of the powder with each breath. This method was also cumbersome and extremely wasteful.

Abbott's answer to the problem, as worked out by M.

Robert Fields of the company's engineering department, was the Aerohalor—a small plastic device which the patient can easily carry with him to give himself whatever treatment his doctor prescribes. Looking something like a toy whistle, the transparent Aerohalor permits more than 90% of the powder to be inhaled and requires little or no supervision at the time of treatment.

Consisting of a discharge chamber with air intake at one end, plus interchangeable mouthpiece and nosepiece, the Aerohalor is used with disposable sifter cartridges which contain the special penicillin powder. As the patient inhales, a small metal ball rises in the intake tube and strikes the cartridge, causing a regulated amount of the fine powder to sift through a wire screen at the end of the cartridge and be drawn into the respiratory tract. The patient's own inhalation is thus the only "motive power" required to operate the device.

In his search for simplicity, Mr. Fields decided to make the cartridge do as many jobs as possible. The cartridge was an ideal dispenser. To function properly with the Aerohalor, it was essential that the dispenser first hold back the powder, then release a regulated amount at the moment of impact with the metal ball. The problem was solved by heat sealing a circular wire screen of proper mesh across the open end of the molded acrylic cartridge after the filling operation. Filling of the cartridges and sealing of the screen are done on special equipment developed by Abbott. A rubber cap applied by hand over the screened end of the cartridge seals it against moisture penetration.

The compatibility of acrylic plastic with penicillin was the primary reason for specifying this type of ma-

terial in both the cartridge and the Aerohalor itself. Also important was the fact that this material showed less tendency to take on an electrostatic charge than any other plastic tested. This was a basic consideration, because the fine penicillin dust tends to cling to almost any surface and an electrostatic attraction would have seriously impaired accurate dispensing of the powder.

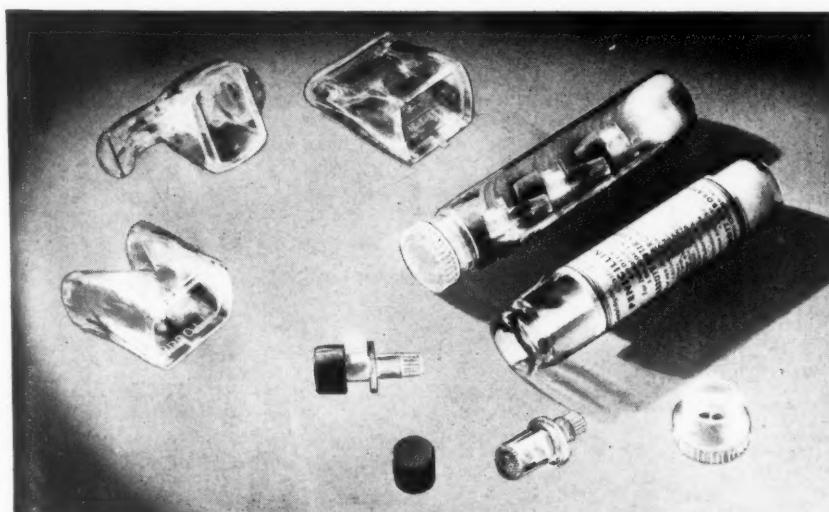
How the cartridge became a package in its own right was a matter of simple logic. By using it as a container, Abbott eliminated one extraneous packaging problem and at the same time saved the physician the bother of transferring the powder into the cartridges. With its rubber cap serving as the final seal, the cartridge serves a three-fold function: it contains, it dispenses and it provides the first step in protecting the contents.

Originally, it was planned to pack the cartridges in dozen lots in a set-up box with die-cut tray. However, to guard against any conceivable loss of potency and offer a package that is easier to handle and has greater utility, it was decided to pack three of the cartridges in a glass vial stoppered with a polyethylene moistureproof closure. After machine filling with a weight-checked amount of penicillin, the cartridges are conveyed by belt to a welding unit where the screens are applied and caps slipped on. These operations are conducted in an air-conditioned room, carefully protected against contamination.

There was a definite reason for packing three of the plastic cartridges to a vial. The contents of three cartridges provide an average daily dose for many of the infections the Aerohalor was (*Continued on page 193*)

S AEROHALOR

Solution of a difficult medical problem in administration of penicillin inhalant is also a triumph of package engineering



FOR NASAL USE, mouthpiece of Aerohalor is removed and specially designed nosepiece substituted. Both pieces come with kit.

THREE PARTS of inhaler are shown at left, with close-up of cartridges and vials. Cartridge is about 1 in. long, dispenses powder through fine wire screen at base when tapped by steel ball activated by breath. Putting penicillin right in the cartridge at factory eliminated one packaging problem and facilitated accurate, convenient dosage.

PHOTO COURTESY ABBOTT LABORATORIES





DESIGN



CANDLES IN WINDOWS

Packaging to make candles an impulse sales item is the goal of Emery Industries, Inc., Cincinnati, Ohio. The feminine-looking gray and white carton with its cellophane window die cut in the shape of a flame is designed to appeal visually to women, who buy 97% of the candles. Since candles are usually purchased in multiples of two, the package is designed to hold four candles and emphasizes brand name in the design. Candles are placed in a slide-tray insert which has an accordion pleated liner for additional protection. Back of the carton pictures a candle corresponding in size and style to the candle inside so there is no need for the shopper to open the package. Sales potential of the new packages is increased by their attractiveness in mass displays.

CREDITS: Design, Lippincott & Margulies, Inc., New York. Cartons, Sutherland Paper Co., Kalamazoo, Mich.

NEW BATTERY PROTECTION

National Carbon Co.'s revolutionary new Eveready hearing-aid "A" battery incorporates new principles requiring unusual package protection. Air must be kept out of the battery until it is used, while some moisture must be kept inside until the battery is put into service.

This protection is provided by a strip of vinyl sealing tape backed with a vinyl adhesive which is applied around the top of the vinyl plastic case at the factory. This prevents activation of the battery prior to use and keeps out moisture. Attached to one end of the sealing strip is a printed paperboard pull flap that carries the warning, "Do not remove this sealing strip until ready to use battery." This clearly displayed caution is designed to prevent possible misuse of the product by the consumer.

Batteries are individually cartoned with insert folders explaining the purpose of and illustrating the removal of the strip.

CREDITS: Sealing tape Minnesota Mining & Mfg. Co., St. Paul, Minn., Case, Bakelite Corp's. Vinylite plastic.



HISTORIES

PENICILLIN PACKAGE WITH DESICCANT

A new package employing a desiccant has been adopted by the animal products division of Wyeth, Inc., for Penstix—a new penicillin treatment for mastitis, a disease which affects milk cows. The penicillin is contained in self-lubricating bougies, packaged in two sizes of glass vials containing six and 12. The primary objective of the package is to protect the penicillin in the bougies from moisture that will affect the product's potency. The desiccant is placed in the bottom of the bottles to absorb moisture after it has been opened, while an aluminum foil seal is added over the bottle neck for added protection up to the time the bottles are opened. The package is completed with a screw cap.

CREDITS: Bottle, Owens-Illinois Glass Co., Toledo, Ohio. Cap and seal, Ferdinand Gutmann Co., Brooklyn. Desiccant, Protek-Sorb Silica Gel, Davison Chemical Co., Baltimore, Md.



CHISELS ON DISPLAY

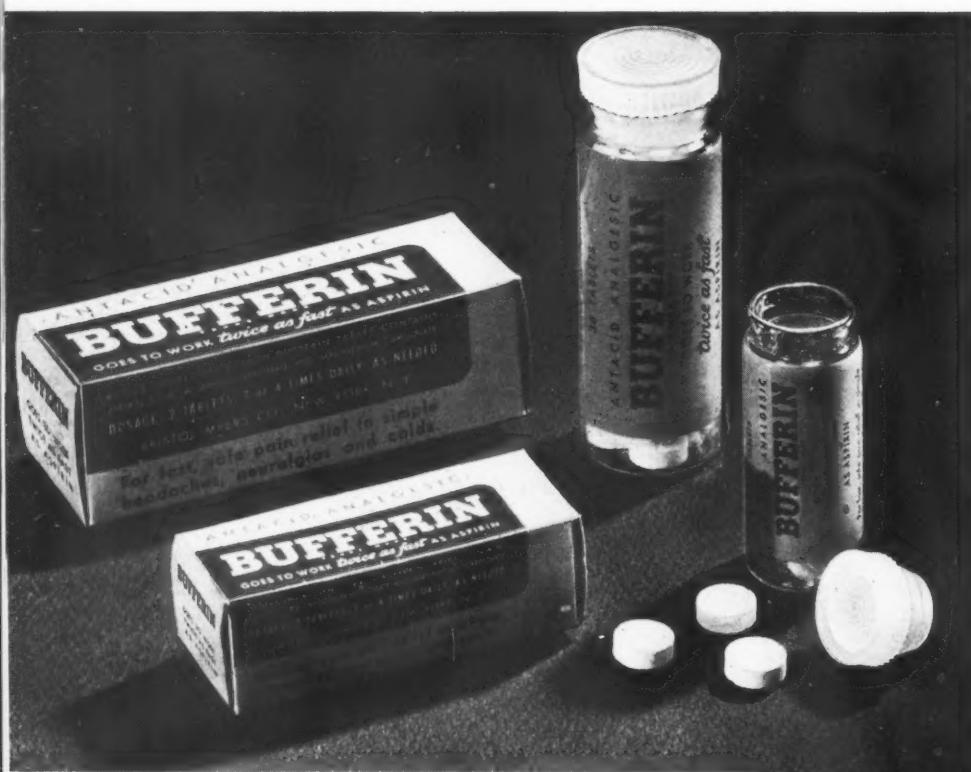
The plus value of visible packaging for display purposes and product protection are combined to good advantage in the new cartons for Witherby Pocket Chisels, manufactured by The Winsted Edge Tool Works, Winsted, Conn. Each chisel is individually packaged in an open-faced folding carton, made by slitting the front panel down the center and folding the flaps thus formed down each side. The chisel rests in an interior die-cut platform. A transparent 0.010 sheet of acetate is curved and slipped inside to protect the chisel from dust. Ends of the carton hold the acetate in place.

A set of three chisels in graduated sizes, each individually packaged in this manner, is placed in an open-front display carton with easel back, thereby making an attractive display unit and encouraging the sale of chisels in sets. Both the individual packages and the display carton are printed in the same shade of blue with white.

CREDITS: Design, Frank Condon, New York. Folding cartons, Brooks & Porter, Inc., New York. Acetate, Monsanto's Vuepak,

BUFFERIN'S DEBUT

Bristol-Myer's aspirin competitor appears in a polyethylene-capped glass vial, backed by an intensive sampling and advertising campaign



DISTINCTIVE clear glass vials with the new polyethylene stoppers protect tablets and cartons carry strong sales message. Vials are enamel-printed on a adapted tube-decorating machine.

A mailing of over half a million samples of Bufferin—a new antacid analgesic tablet manufactured by Bristol-Myers Co.—served to introduce the package and the product to two groups which would be largely responsible for its initial success or failure. During the latter part of September, some 200,000 members of the medical and dental professions received a sample carton with two small vials of Bufferin tablets, while 55,000 druggists from coast to coast received sample cards to which three small vials in cartons were attached. It is an interesting example of the introduction of a new product in a highly competitive field with all-out merchandising push.

Bristol-Myers obviously is going after the huge aspirin market with what it feels is a superior product. Bufferin, it says, is aspirin *plus*. Its antacidity and the fact that it "goes to work twice as fast as aspirin"—a claim that is featured on the label itself—are two great advantages the product has as an agent to relieve pain, according to Bristol-Myers pharmaceutical chemists



MAILING CARTON, with booklet and two samples held in place by a die-cut platform, introduced the product to 200,000 members of the medical and dental professions in advance of initial sales distribution.

who researched and clinically tested Bufferin. It is a compound that has the acknowledged reliability of aspirin (acetylsalicylic acid), buffered—to enhance absorption—by aluminum glycinate and magnesium carbonate to avoid possible gastric side effects of aspirin and the salicylates generally.

Chosen as the container for the two sizes of 12 and 36 tablets is the new type of clear glass vial with straight sides and a wide neck. Used with the new translucent polyethylene plug-type stopper,* this provides a package easy to fill and with a tight seal and reseal against moisture penetration. The serrated top flange of the stopper overlaps the top of the vial $\frac{1}{16}$ in., facilitating its removal when pushing up with the thumb.

Most unusual is the labeling of the vials. No paper label is used. The glass is decorated with an all-around band in two colors (gray and dark blue) which resembles applied ceramic labeling, but is in fact just surface enamel very much like that applied to collapsible tubes. This printing is done by a Bristol-Myers affiliated company which also produces and prints its collapsible tubes. According to officials of the tube company, no particular difficulty was experienced in adapting conventional tube-decorating machinery and materials to this job, and the enamel without any special treatment has been found satisfactorily scratch resistant. Only slight modifications of the machine's holding spindles and feeding mechanism were required.

Vials are individually packaged in folding cartons with an insert folder. The cartons are effectively designed in modern style, using a two-panel, off-center color block (blue on gray) featuring the trade name in reverse-white block letters.

* See "Polyethylene Closures," MODERN PACKAGING, March, 1948, p. 102.

The package has excellent functional qualities, utility features and attractiveness. It will, Bristol-Myers officials believe, be quite distinctive from competing products' packages. Minimum fair trade retail prices established are 23 cents for the 12's and 53 cents for the 36's.

There was some discussion among the company's packaging department staff as to the sizes of the vials. A longer, narrower vial which would hold a single stack of tablets was considered for the 12's package, but was eliminated because it was deemed an inconvenient shape for the purchaser of the product to slip into purse or pocket.

Although Bufferin was intended to be essentially an "over-the-counter" item, it was believed that prescription sales would be quite extensive. The design treatment of the vials' cartons and printing the label on the vial itself thus called for balancing its ethical product appearance with elements that would make the package tastefully attractive for drugstore merchandising. Color, variation of type faces in the lettering and copy placement were strategically used by the package designer to establish this balance.

While the vial label is not absolutely impervious, tests have shown that it can withstand the usual handling to which the vials are subjected and can only be removed by considerable scraping with a metal blade. Opaque inks are used for both colors. After each color has been added, the vials are sent through baking ovens where the inks are dried and baked for 17 min. at temperatures of 220 deg. F. A clear lacquer which dries at room temperature is applied to the vial as a final coating.

A control number is printed at the same time as the label. Bristol-Myers informs (*Continued on page 182*)



SAMPLE CARD, holding three regular packages of Bufferin tablets on die-cut tabs, went to 55,000 druggists throughout the country. Note the effective manner in which the trade name is displayed when cartons are stacked.

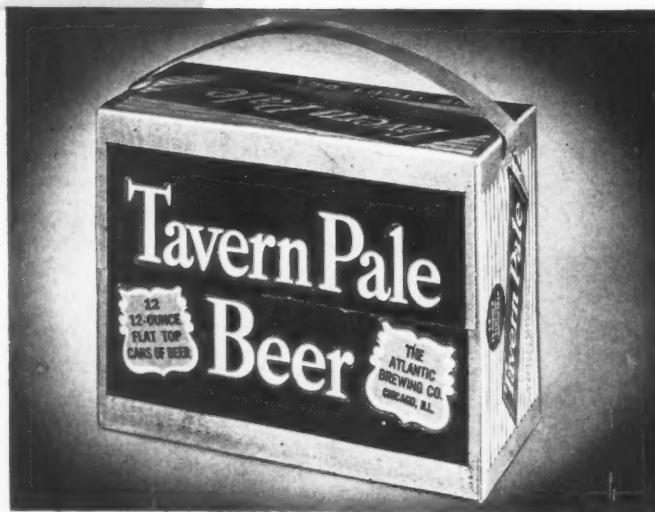


ENAMELING of the type usually applied to collapsible tubes has been found successful on glass. Even very small type prints distinctly and the enamel is practically scratchproof. Colors are dark blue and gray.

CARRY-HOME BEER

New seven-ounce bottles and handy carriers for all

types of packaged beer are spurring brewers' sales



HANDLE, formed of processed fibre, locks in slots of half-size corrugated case and is attached at point of sale.



ARRANGEMENT of 12 cans inside the Tavern Pale handle carton. Package is light enough for a woman to carry.

The idea of a multiple-unit package, easy to carry home, is currently having a strong influence on beer merchandising, encouraged by several ingenious new types of packs. The carry-home carton, holding from 6 to 12 cans or bottles of beer, got going in a big way this summer. While the ultimate effect of the trend on beer sales is difficult to evaluate at this stage, results to date suggest that something of a revolution may be shaping up in beer merchandising.

There is little doubt that brewers have observed the obvious success soft-drink manufacturers have enjoyed with this type of merchandising. From the purely functional standpoint, a carry-home container for beer and one for cola have precisely the same job to perform.

Getting people to carry beer home has always been something of a problem for the brewers. There are, of course, many customers who are willing to buy their beer a case at a time and lug it home in the family car or have it delivered. However, home sales of the standard 12-oz. bottle involved the question of deposits. The customer wasn't usually too keen about bringing bottles back, nor was the retailer very happy to have his establishment cluttered up with empties.

One answer to the deposit problem has been the development of the new light-weight, non-returnable beer

bottle. Canned beer represents another method of getting around the ticklish deposit angle. The new carry-home cartons, a logical corollary of these developments, complete the merchandising chain by making it easier for the customer to get the primary containers home. In addition, they offer obvious possibilities for merchandising, mass store displays, etc., and have been found to be particularly valuable in getting patrons to sample brands with which they are unfamiliar.

If a deposit bottle is used, the carry-home carton also serves as a carry-back carton.

Among the first Midwestern brewers to offer a carry-home type of package is the Atlantic Brewing Co. of Chicago, which reports phenomenal acceptance by retail beer outlets as well as ultimate customers. This sturdy corrugated container, for a dozen 12-oz. flat-top cans of the company's Tavern Pale beer, comes with a patented type of paperboard handle which locks into slots at each end of the package. The height of the container is but slightly more than that of the cans, making a package of convenient carrying proportions.

The feature of this patented container and handle is the fact that the handle is added at the point of sale, simplifying the handling and shipment of the cases and reducing handle requirements to a minimum. The

handles, die cut of specially processed fibre, have lugs at the ends which lock them securely in the special slots in the corrugated case. Handles are shipped in a separate box with each order, accompanied by simple instructions to the distributor or retailer on how to install them.

In instances where the case is opened at the retail outlet for removal of several cans, no handle is required. Thus the retailer has greater flexibility in the use of the shipping case and waste of handles is eliminated. The handles are curved to fit the hand comfortably, treated to resist moisture and sufficiently strong to bear the weight of four cartons. The locking feature insures that they will not pull out of the case in normal service.

"This handle-carton was adopted by Atlantic Brewing Co. because it was believed that many more persons—particularly women—would take home quantities of cans of beer if it could be carried easily," an advertising spokesman for the company says. "Sales have proved this to be true."

"The woman in the family usually does the shopping. She comes out of the grocery with her arms full of bulky bags and packages. She could not very well add to these a heavy box containing 12 cans of beer; but put a handle on that box and she can manage it, even with an armful of groceries.

"The soft drink business prospered more than ever when it introduced handled cartons. It was logical to believe, therefore, that beer sales could be increased by the same method."

Perhaps the simplest of all carry-home packs is the "break-apart" carton used by The F. & M. Schaefer Co., Brooklyn, for 24 cans of beer. Perforated around

PHOTO COURTESY INTERNATIONAL PRINTING INK

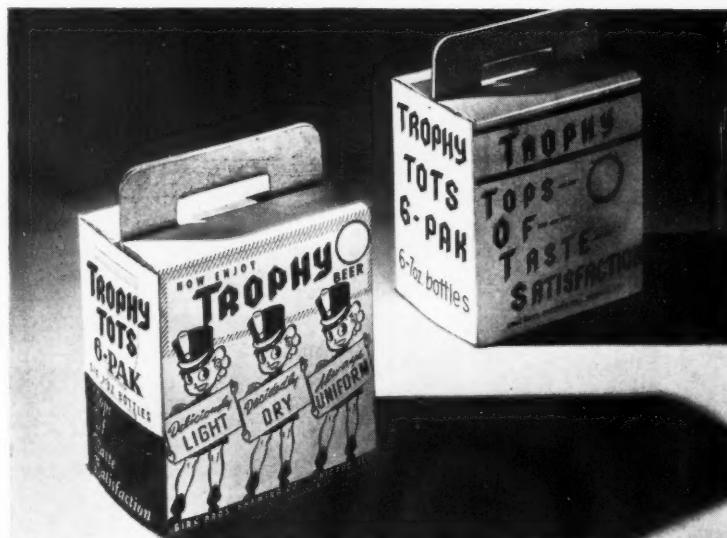


PERFORATION permits Schaefer's 24-can case to be broken in half to make two 12-can packages. The carton is printed with rub-resistant inks.

its middle, the otherwise-conventional corrugated case can simply be broken in half by the retailer for those customers who want an easy-to-carry 12-can quantity.

Birk Bros. Brewing Co., Chicago, producers of Trophy beer, hit the market a few weeks ago with a redesigned carry-home carton after experiencing excellent buyer response to a test package. The Birk paperboard package, with die-cut carrying handle extending above the closing flaps at the top, is called the Trophy Tots 6-Pak and contains six 7-oz. bottles.

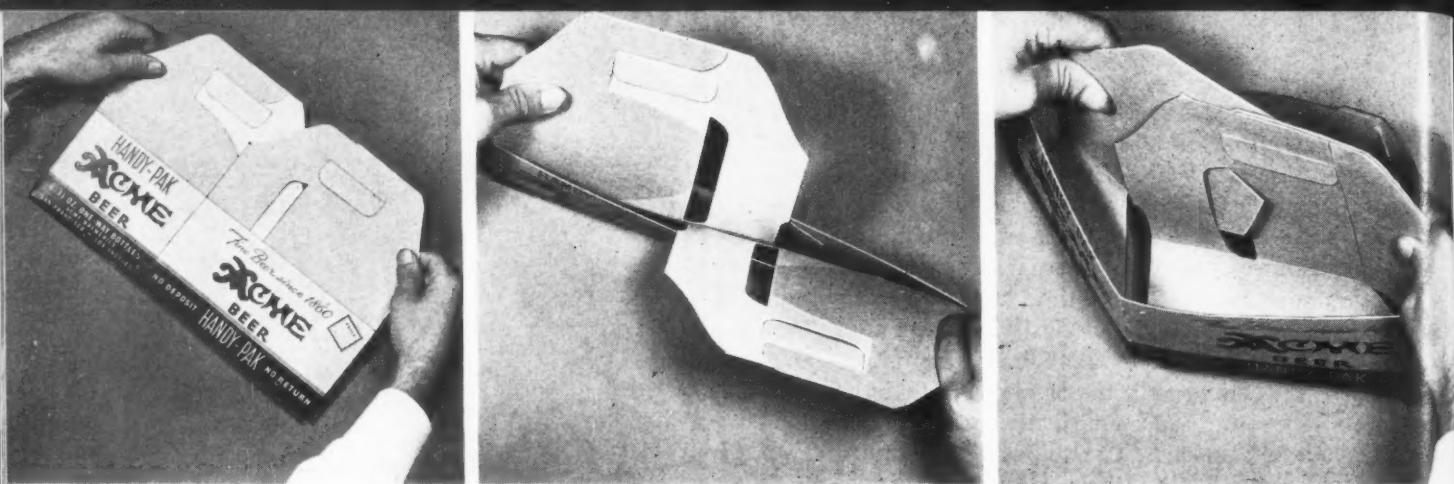
Completely closed at the top, this carton provides a firm support for the bottles and also prevents knuckles



ORIGINAL is this self-handle carton containing six 7-oz. bottles. Carton at right was original design, later improved with animation as shown at the right. Note the price-mark spot.



MASS DISPLAY of Trophy Tots 6-Pak, with handles folded flat, is effective. Regular-sized bottles are available in the conventional cases.



STEPS IN SETTING UP the Autovidor carrier are shown above and on opposite page. Made of low-cost chipboard, it is die cut in one piece with two flaps that extend from center to form an integral handle.

from being "skinned" on the bottle crowns. Whereas the earlier test carton employed a straight typographical labeling treatment, the redesigned version, printed in red and black, derives extra sales punch through the addition of three saucy "majorette" figures bearing placards—"Deliciously light," "Decidedly dry" and "Always uniform." A circular pricing patch is provided near the top of the package.

The construction of this carton permits the handle to be folded down beneath the top flaps to facilitate stacking in displays. Four of the cartons fit one of the regular corrugated shipping cases used for 24 bottles, eliminating the need for dividers in cases so packed.

Birk Bros. have found that the special convenience features of the carry-home package have been instrumental in getting the line into chain stores and other types of volume outlets in which a few nationally advertised brands of beer often dominate the shelves. The carton has also proved to be a useful tool in opening up new sales territories. Further, the company reports that the carton is an excellent sampling medium. In many instances, customers whose first contact with the

Trophy brand was through the 6-Pak carton have turned into steady patrons of the larger sized bottles.

The company felt that the billboard style of surface design on the new carton gave it a distinctive, light touch and human-interest quality. When the carton was ready, full-page ads were run in two Chicago newspapers, followed by smaller space. In its consumer copy, the brewery pointed out that the 6-Pak was of convenient size for storage in the home refrigerator and perfect for picnics and other special occasions.

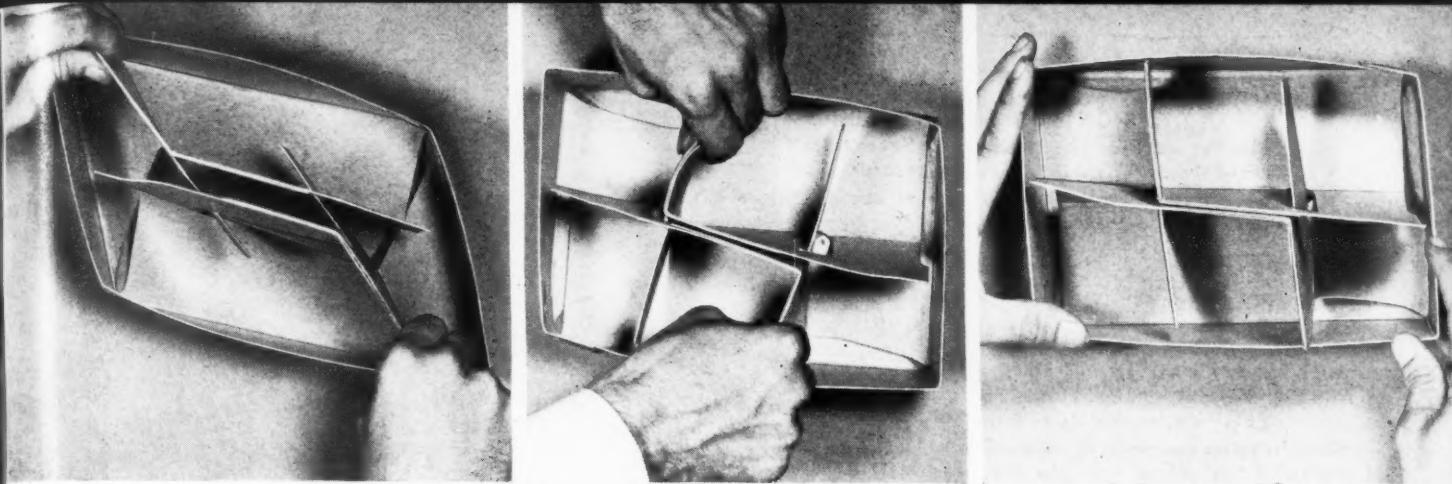
Direct mailings carried the story of the new package to dealers, informing them that the Trophy Tot 6-Pak was a "natural" as a point-of-sale piece. "Just stack 'em up prominently in your back-bar, counter or window," dealers were told. "Make it easy for your customers to 'pick up a pack of Tots.' They will sell themselves."

When the 6-Pak was ready, the company sent mailings to every beer retailer in Chicago. Interest began snowballing immediately. Typical of the reaction from distributors was that of one downstate Illinois organization which first held back, then placed a large order

AT BREWERY, Autovidor-loaded case is simply dumped as usual onto the unscrambler, carriers remaining in case.

CASING MACHINE returns filled bottles to carriers in the conventional manner. No extra handling is required.





INTERLOCKING CONSTRUCTION permits carrier to be shipped flat and quickly set up by hand at bottler's plant. Two rows, with bottles in place, spread slightly in lifting, guarding against scratched knuckles.

after being sent two of the new packages for sampling.

The 6-Paks are sold to retailers in cartons of four, at a cost 1 cent higher than retailers would pay for the six small bottles individually. Birk absorbs most of the cost of the cartons, looking on them as leaders that are doing an important sales promotional job. Currently formulating plans to place the carton in drug stores and further expand chain-store merchandising, the company has also been studying the obvious possibilities of the new package in televised advertising.

Since introduction of the 6-Pak, sales of the 7-oz. "Tots"—which are also sold in 24-bottle cartons as well as individually—have increased considerably. Many dealers are re-ordering only the carry-homes, but it is interesting to note that sales of Birk's regular 12-oz. and quart bottles have also increased. This development is attributed largely to the influence of the 6-Pak as a sampling vehicle.

Several West Coast brewers, including the Pacific Brewing and Malting Co., San Jose, Calif., and Acme Breweries, San Francisco and Los Angeles, have recently adopted a new type of carry-home package with interesting construction features. Known as the Autovidor, this carrier is being used in conjunction with six of the 11-oz. "no deposit, no return" bottles.

Made of low-cost chipboard, die cut in one piece, the Autovidor incorporates an interlocking type of construction permitting it to be shipped flat and quickly set up by hand at the plant of the bottle manufacturer. Replacing the corrugated dividers customarily used in shipping cases, the unit has an integral handle formed of two flaps which extend from the center of the carrier after it has been set up. Design of the carrier causes the two rows of bottles to spread slightly when the container is lifted, guarding against scratched knuckles.

The outer walls of the open-type carrier may be appropriately printed with the brand name, company identification and other desired information.

The Wieland "carry-home" basket, an adaptation of the Autovidor, is printed to simulate a woven basket and is made up of the same height as the bottles, with carrying slot concealed. By leaving the top surface of

the carrier flat, this design permits the units to be stacked securely for store displays.

As used by Acme Breweries, the Autovidor employs lower sides which permit the necks of the non-returnable bottles to be seen. In this instance, the handle extends slightly above the tops of the bottles rather than being recessed within the carrier as is the case in the Wieland basket design.

Four of the Autovidors are inserted in the shipping case at the plant of the glass container manufacturer, after which 24 of the empty bottles are placed in the case for shipment to the brewery. At the brewery the carriers remain in the corrugated case while the bottles are unloaded onto the unscrambling tables. After filling, bottles may be returned to the cased carriers either automatically or by hand. They require no individual handling or the installation of any additional equipment at the brewery.

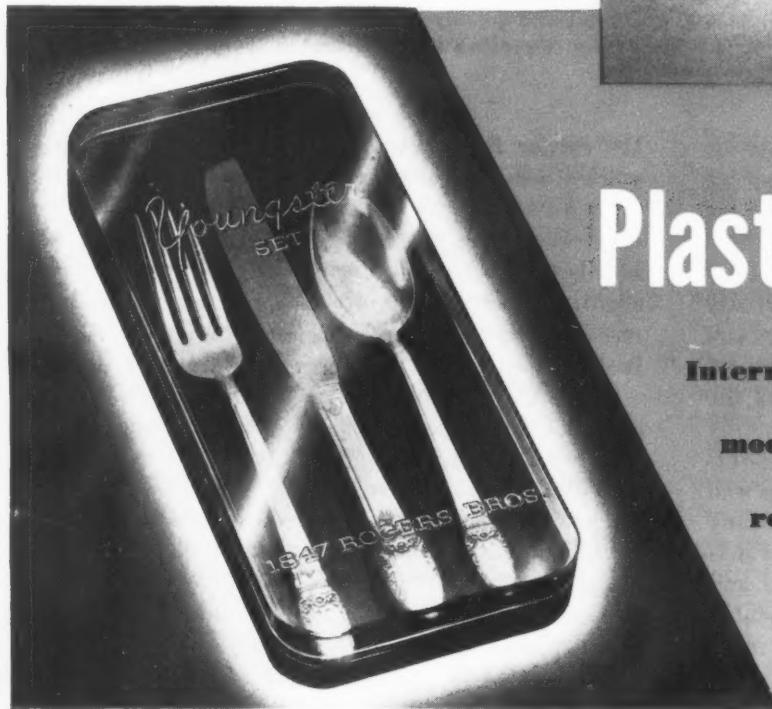
CREDITS: Atlantic Brewing Co. carton and handle, Add-a-Handle Carton Co., Chicago. Birk Bros. Brewing Co. carton, Kenmore Mfg. Co., Chicago. "Autovidor" carriers licensed by Alpak Corp., Los Angeles, and manufactured by Los Angeles Paper Box & Board Mills, Los Angeles, and American Coating Mills, Chicago. Schaefer break-apart carton, Container Corp. of America, Chicago.

WIELAND'S version of Autovidor carrier is called Carry-Home Basket and has sides flush with bottle tops to aid in stacking mass displays.



UNIQUE DESIGN and novel merchandising idea are combined in this Step-Up Set to take child from babyhood to maturity. Transparent cover and opaque base with spring-tension holders are molded of polystyrene.

PROTECTION against dust and tarnish is achieved by all-plastic packages without using cloth or tissue. This set, with lettering molded in relief on cover, is adapted from third "step" of Step-Up Set.



Plastics for silver

International's gift sets show how modern materials and methods can replace traditional practices and improve display and protection

Protective qualities are happily paired with selling qualities in the new all-plastic display packages for sterling silver and silverplated flatware pieces adopted by International Silver Co., Meriden, Conn. Picked by the company to show off its whole new series of gift items, the molded polystyrene boxes have transparent covers and colored bases, so ingeniously molded that no interior fittings are needed.

Two problems which have harried silver dealers for years—keeping silverware tarnish free and dust free—have been virtually conquered with the new plastic boxes, according to International officials. And, at last, the dealer has a ready-made, visible display package for silverware that he can arrange quickly and easily in windows and showcases. For personal selling, the new packages serve as perfect samples without any need for the customer and salesman to handle individual pieces.

Flat silver is generally packaged in substantial wooden chests, beautifully lined with blue or black velvet. The odd gift pieces women want to fill out their sets and the popular place settings are offered in paperboard car-

tons, wrapped in tarnish-retarding tissue paper or cloth. Opened chests on display sometimes have the silver covered with sheets of cellophane to shield it from dust, but there has been no way for a dealer to show the individual pieces or place settings without exposing them to air and dust. A regular chore upon opening a jewelry store in the morning is the polishing of silverware on display. After showing pieces to a customer, the silver must be rubbed to erase fingerprints and restore the undulled, unblemished appearance of the piece.

International had been studying the suitability of plastic materials for packaging their silverware for almost a year. Early in 1948, International introduced a transparent acrylic display box to facilitate the merchandising of its sterling silver flatware by the dealer and for sale as a unit, complete with silver (*MODERN PACKAGING*, Feb., 1948, p. 118).

A baby spoon-and-fork set, packaged in an unusual box which combined three different types of plastics, was brought out last summer (*MODERN PACKAGING*, June, 1948, p. 130). The base of this package was molded of

polystyrene, tinted pink or blue. Cellulose acetate with gay nursery characters printed in four colors was used for the cover. As extra protection, the spoon and fork were individually sealed in pockets of extruded polyethylene before being slipped into the base. This particular package was the forerunner of the new series which includes two other sets of flatware for children.

Reports kept coming into the company's sales department that not only were these two packages a success from the merchandising standpoint, but that dealers considered them valuable because of the way they protected the silver. So, when International planned to market these new items of gift silverware this Christmas, first consideration was given to plastics.

Polystyrene was chosen as the material for both cover and base of the new packages because of its strength, clarity and ability to take sparkling color when color is desired. Both parts of the new silverware boxes are injection molded. Bases are a dark blue to give the best possible color contrast with the shining silver.

Of the two new children's sets in 1847 Rogers Bros. silverplate, the more striking package is molded in a shape that illustrates the chief selling point of its contents. This package is called the Step-Up Set since it contains silver service for three important stages in the life of a child from crib to school age. Three sides of the box are straight, the fourth side is molded in the outline of three steps. In the first "step" section there is a baby's spoon which the mother can use for feeding a baby; the second "step" holds a young child's spoon

and fork; the third, a junior-sized spoon, knife and fork.

Labels identifying the three stages of childhood are molded in relief on the transparent cover of the box, as well as on the base.

Details of the Step-Up Set package illustrate its durability and permanency. U-shaped holders for the silver which project from the surface of the base are molded as an integral part of the base. Designed with an undercut and spring tension, they are said to keep the pieces in their proper places regardless of how the package is handled. The box, weighing only 1 lb., is shipped to the dealer empty and he inserts the proper pieces of flatware.

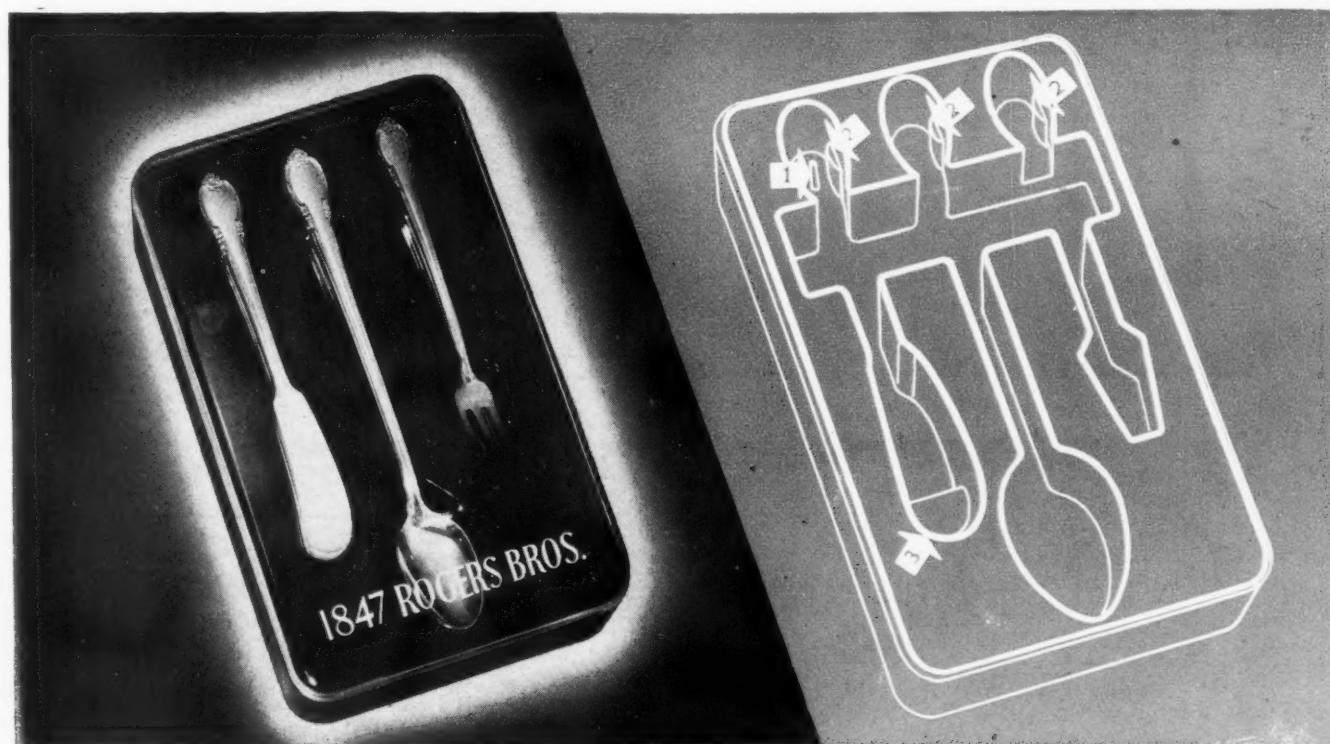
The second package in the children's set series is an adaption of the third "step." Named the Youngster Set, it is the same size and shape as the third section of the other package and holds a spoon, knife and fork. It makes a suitable companion gift to present a child of school age who has received only the baby spoon-and-fork set mentioned earlier.

While the Step-Up Set package has several features in the design, International's new all-plastic gift box for a young matron, containing the odd pieces not usually included in a place setting, is the most ingeniously molded.

This gift box which the company calls a Completing Set has eight oyster forks, eight iced-tea spoons and eight butter spreaders. Like the other boxes, it is molded in two pieces, the cover being of transparent and the base of silverflake blue (*Continued on page 186*)

SETS OF EIGHT are accommodated in deep cavities of molded base of this Completing Set box, requiring no other holders or protection. Four different patterns will fit into the same base.

MOLDING DETAILS of the base of the Completing Set are shown by this perspective drawing. A pin (1) supports the handles of the butter knives, while the shelf (3) holds up the thin blades. All pieces of silver are braced by shoulders (2) to give them a snug fit.





MODERN PACKAGING

A 1949 calendar and alphabetized address book of simulated leather form part of the gift package for The House of Gourielli's toiletries for men named "Here's How." In a recess in the back of the book package are 2-oz. bottles of after-shave lotion and cologne. The bottles, shaped like miniature cocktail shakers, are lettered in silver and have chrome friction caps. Box, Charlton Co., New York.

The wrap-around label for the new Pinafore pre-cooked, disjointed chicken packed in 2-lb. cans by Chicago Western and distributed by the Bob White Organization shows an appetite-whetting view of fried chicken in the pan. Printed in red, black and yellow, the label resembles other items in the Pinafore line. Design, Norbert F. Schwarz, Chicago. Labels, Jackson Press, Inc., Chicago. Cans, Continental Can Co., Inc., New York.

The new 14-oz. family sized Chuckles package planned for self-service selling is a "giant" version of the familiar 5-cent package. Thirty-six pieces of the jelly candy are arranged in the same rotation of flavor and color as in the familiar small sized package. Candies are packed two layers deep in a paperboard tray with printed cellophane wrapper. The Bugs Bunny cartoon character used by the company in its advertising is illustrated on the tray bottom. Designs of his antics will be changed periodically. Trays, Imperial Box Co., Chicago. Wrapper, Milprint, Inc., Milwaukee, Wis.

Improved tuck-in flaps on this carton permit about 20% more cartons per day to be set up and filled than those formerly used by Tidy House Paper Co. for home-use sandwich bags sold in chain stores. This time-saving feature was adopted when the company recently redesigned the carton surface with a photographic illustration which also greatly improves eye appeal. Carton, S.C.S. Box Co., Inc., Palmer, Mass.

Howe Products, Inc., has devised a simplification in packaging its Ann Howe "picture" candies (MODERN PACKAGING, Feb., 1948, p. 134). For the new, colorful, animal-picture boxes, rigid transparent acetate is used for the covers. The acetate is all-over printed except for outlines of the animals, which are left transparent for the candies to show through. The boxes are designed so that, when empty, they may be hung on the wall of a youngster's room as pictures. Containers made by A. Geo. Schulz Co., Milwaukee, Wis., using Monsanto "Vuepak."

To dress its Edgeworth Smoking Tobacco packages for Christmas, Larus & Bros. use new aluminum foil labels. The labels, printed in bright red, blue and white with the natural foil color as background, are removable after the holiday, thus converting the cans to their usual appearance. Labels, Reynolds Metals Co., Richmond, Va.



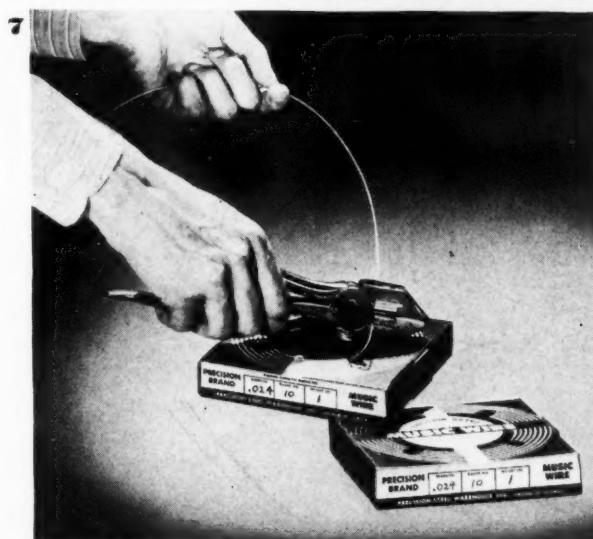
PAGEANT

7 An ingeniously designed dispenser carton is being used for the new line of Precision brand music wire made by Precision Steel Warehouse, Inc., Chicago. Convenience of packaged music wire in $\frac{1}{4}$ -, $\frac{1}{2}$ - and 1-lb. packages is increased by the carton design, which provides for removal of the wire from the inside of the coil through a die-cut opening in the center of the carton. Free end of the wire remaining inside can be hooked into slots in die-cut center. Carton, Kenmore Mfg. Co., Chicago.

As many as 30 color shots of live roses were made to obtain a satisfactory interpretation of the famous symbol for this spectacular reproduction on the 1948 Christmas gift carton for Frankfort Distillers' Four Roses Whiskey. Fine (17-line) screen printing plates and a special process are responsible for capturing the lifelike appearance of the flowers. Cartons made by Lord Baltimore Press, Baltimore, Md., using the Fidel-I-Tone process.

Prominent placement of its famous chick trademark on the lithographed can quickly identifies Glass Gloss as a product of The Bon Ami Co. The new wax-like glass and silver cleaner now on the market in Texas and on the West Coast comes in pint-sized square containers with screw caps. Striking turquoise blue and white color scheme with subordinate copy in red gives the package striking appeal. Design, Jim Nash, New York. Can, Continental Can Co., Inc., New York.

Ceramic ACL (applied color labeling) in red and white is used for the permanent label design on the 8-oz. glass bottle of Hydrol Prophylactic Soap, made by Hydrol Chemical Co. The company plans national distribution for institutional markets of this liquid germicidal soap in its new package. Bottle is equipped with a dispenser-type phenolic closure. Bottle, Owens-Illinois Glass Co., Toledo, Ohio. Closure made by Grigoleit Co., Decatur, Ill., of Bakelite Corp. phenolic.

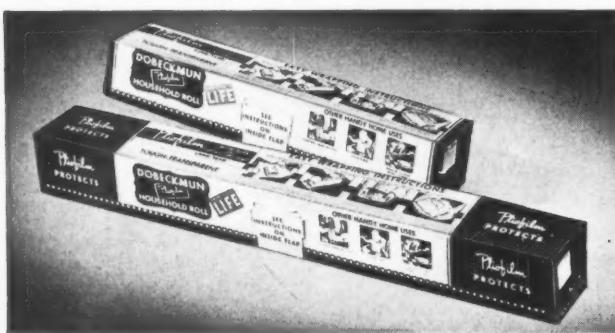


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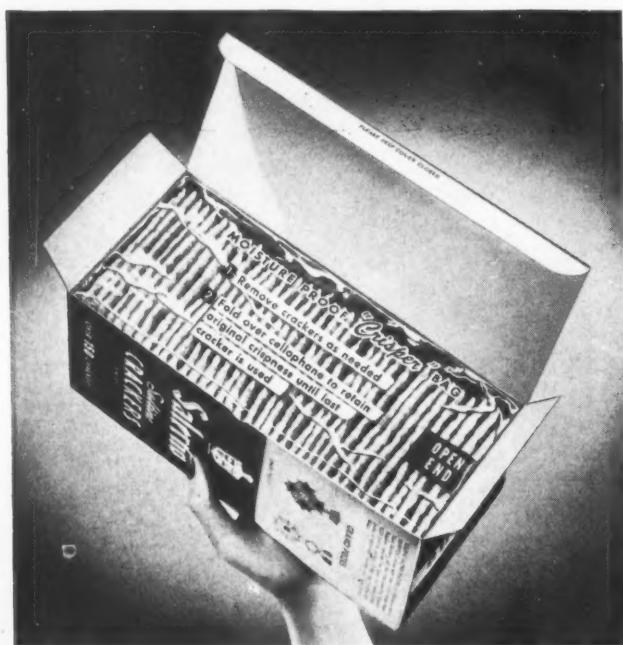
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A package redesign program for the American Hammered Piston Ring Division of Koppers Co., Inc., permits 20,000 different sized piston rings to be packaged in 12 different sized cartons. Standardization is facilitated by the use of die-cut side windows in the cartons through which content specification cards may be seen to designate the numerous types of piston rings. The three metal-edged cartons illustrate the striking new trademark printed in red, white and blue on silver board, which appears on all the packages. Design program, Donald Deskey Associates, New York. Box, National Metal Edge Box Co., Philadelphia.



12

The Dobeckmun Co. is marketing Pliofilm as a household item in a handy dispenser carton that has a serrated knife-like edge to facilitate cutting the film into whatever size the user may need. Carton design—printed in three colors—stresses the many uses of Pliofilm through illustrations and copy. Packages come in two sizes, holding rolls of 12- and 18-inch widths. Cartons, Great Lakes Box Co., Cleveland, Ohio.



13

Sales increases of 141% have been reported by the Salerno-Megowen Biscuit Co. since adoption of a new inner bag of moistureproof, printed cellophane, said to keep crackers fresh to the last. The bags, fabricated on specially developed equipment in the Salerno plant, are not heat sealed after being automatically filled, but folded over on the ends. After removing a supply, the housewife may reclose the bag to protect the remainder. When empty, the bag can be re-used for vegetables, sandwiches or other foods. Copy and illustrations printed in red and white on the cellophane describe these features. Bag fabricating machine, Simplex Wrapping Machine Co., Oakland, Calif. Cellophane imprinting, Crystal Tube Corp., Chicago. Carton, Empire Box Corp., Chicago.

Corby's Holiday Salute package permits a "holiday twosome" promotion. Two sides of the carton carry a traditional Christmas theme;

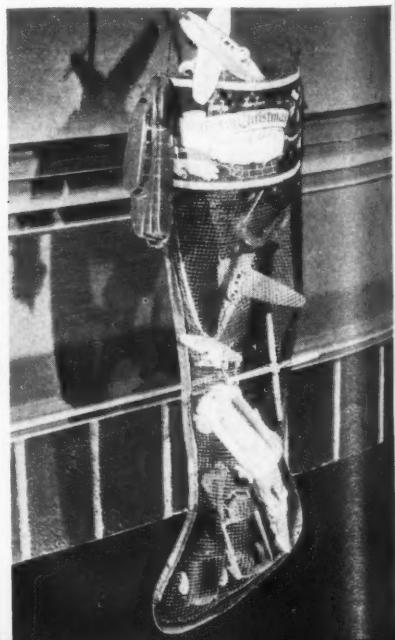
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15



16



PACKAGING PAGEANT



the other two sides, a vari-colored New Year's Eve motif. The gift carton package may be sold separately or in units of two by adding lithographed bands supplied to dealers. Cartons, American Coating Mills, Div. of Owens-Illinois, Elkhart, Ind. Band, National Lithograph Co., Detroit.

By packaging putty in heat-sealed Pliofilm bags, slipped into compact cartons, the Rainbow Putty Co., St. Paul, Minn., reports it has found a way to prevent settling or hardening of the product in the bottom of the container. These bag-in-carton packages are said to be economical and light-weight for shipping. The bagged putty may be kneaded right in the bag before using. Bag made of Pliofilm by Goodyear Tire & Rubber Co., Akron, Ohio.

A sock made of netting serves as the ready-to-hang Christmas gift package for a group of gay plastic toys made of Eastman Tenite, molded by Thomas Mfg. Co., Newark, N. J. The 17-in. high sock is topped by printed paper band. Package, James Thompson & Co., Inc., New York.

Consumer sensitivity to the shape of the package has influenced Personal Products Corp. to change the size of its Modess box to one which will not "give away" its contents. The new box (left) measures 8 by 6½ by 4 in. in comparison with the old one (right) which was 8 by 7½ by 3 in. Number of napkins is exactly the same in the new

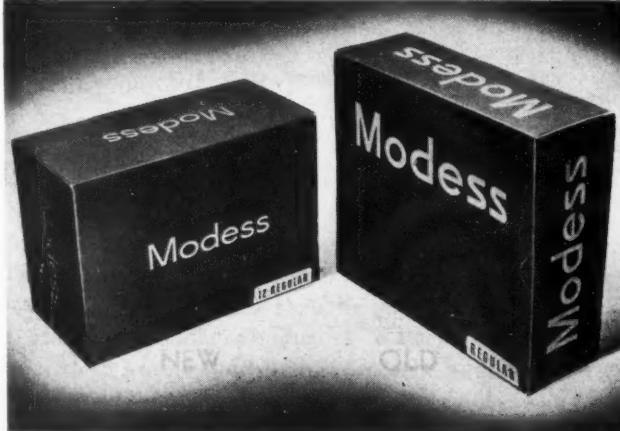
size. When wrapped, the new sized box might be identified only as a box of candy or cleansing tissues. Cartons, New Haven Pulp & Board Co., New Haven, Conn., and Alford Cartons, Ridgefield Park, N. J.

Shipping and storage space are saved for Sherill Mfg. Corp., which uses this combination transparent cellulose acetate and paperboard set-up box for its Peerless automobile compass package. The two-piece box is readily shipped from supplier to the company in knock-down form and assembled only when the compasses are ready to package. Packages, Plastic Artisans, Inc., White Plains, N. Y., using Monsanto "Vuepak" acetate.

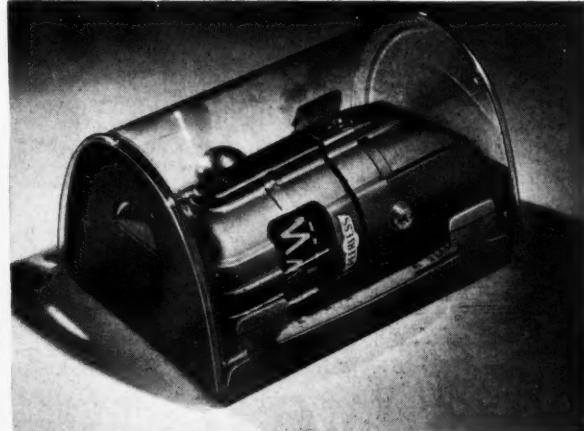
Attention-getting in its design to capitalize on impulse buying, this Red Wagon Popcorn package also assures a fresh product. The four-color-printed paperboard carton is die cut to let shoppers see what's inside the cage. The popcorn itself is sealed in a cellophane bag.

Since the days when Junior waited for Pop's empty "roll-your-own" tobacco sack, small fry have been put to it to find carry-alls for glasses and aggies. Heaton Agate Co. has remedied this tragic state of affairs with a new marble package—a tough, printed polyethylene bag to hold 50 marbles—transparent, because no kid will buy sight unseen—and suitable for re-use with insertion of a drawstring. Bag made of "Shellene" by Shellmar Products Corp., Mt. Vernon, Ohio.

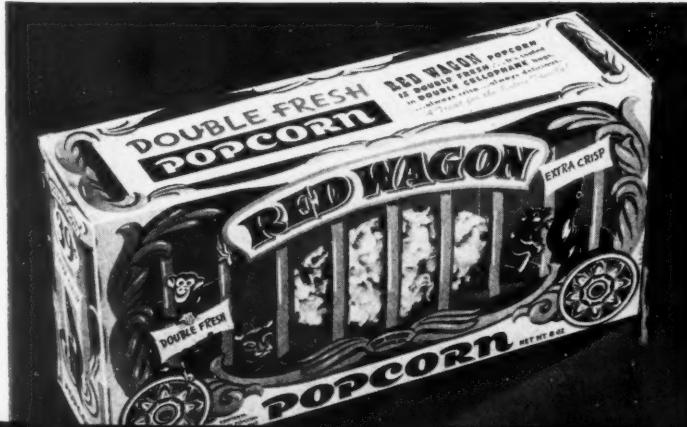
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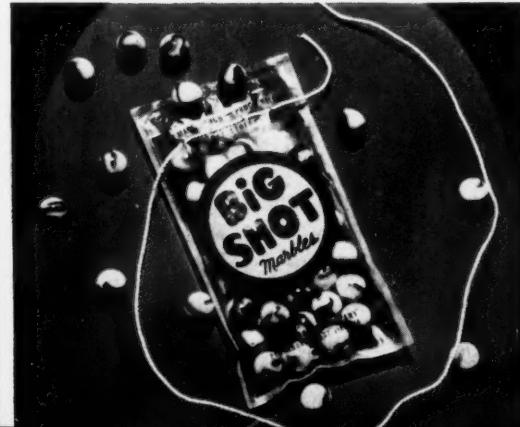
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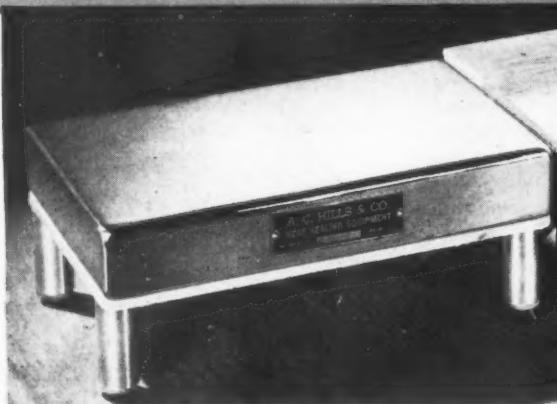
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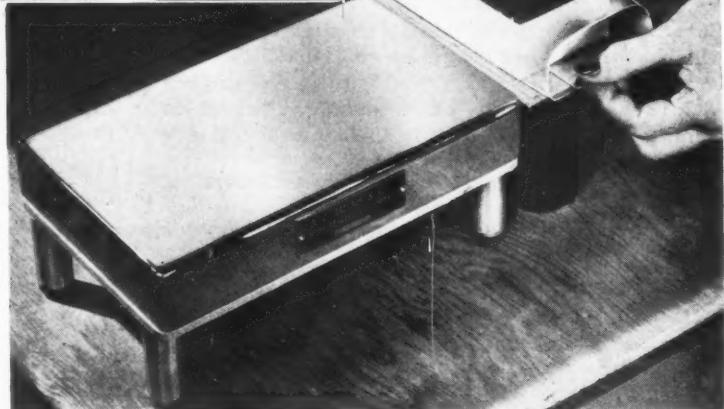


HAND-WRAP HEAT SEALING



1. SIMPLE JIG made of wood makes the wrapping of an open tray almost automatic. Sheet of film is placed with forward edge near the center of rear platform; tray is placed on top and free edge of film brought over and down into slot between the two platforms.

2. TRAY IS PUSHED forward across the slot, completing snug wrap-around. At this point the overlapped edges of the film at the bottom of tray are held firmly in the fingers and the package is pushed smoothly across the hotplate to effect a longitudinal seal.



Although this is the age of mechanization and most of the efforts of packaging engineers are spent in trying to eliminate hand labor, certain wrapping and sealing operations must still be performed by hand. Various conditions make this necessary, including pilot runs, small lots of various-sized packages for which it is uneconomical to set up an automatic machine, seasonal or rush orders exceeding the capacity of automatic equipment, machine breakdowns, etc. There are also a few operations either impossible to perform on automatic machines or uneconomical for the quantity involved.

This article is intended to point out a few time- and money-saving wrinkles that can be used in this type of operation, which is so simple that it is often neglected. In many plants—including some very large ones—sufficient hand wrapping and sealing are being done to

Hand operation still has place in packaging.

Here are some tips that will cut costs and speed production.

By A. C. HILLS*

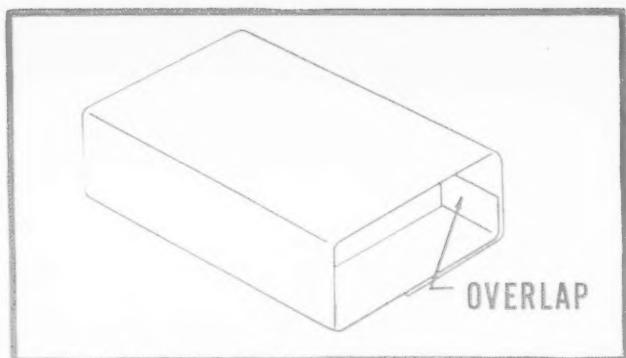
warrant their receiving considerable thought and study.

A hand-wrapping operation common to the pharmaceutical field consists of wrapping lots of a few hundred boxes varying in size from a half-inch square by two or three inches long to four or five inches square by an inch or so thick. The overwrapping material is usually cellophane or some other clear film with heat-sealing properties. Where such companies have packages of many different sizes to wrap they usually have a number of rolls of film of different widths. These are cut to length on an ordinary paper cutter fitted with an adjustable stop. Where only a few sizes are to be wrapped, it may be best to buy the film ready-cut in sheets.

The only other equipment needed is a hotplate or hand sealing iron. The hotplate has proved very effective for this type of package.

The first point to watch is the length of the wrapping

* Of A. C. Hills & Co., Newark, N. J.



3. OVERLAPPING wrap at side takes more material, but this cost is more than offset by increased speed, since this permits operator to keep wrap tight with finger pressure on side of package only while bottom is being sealed.

material. The usual practice is to have the length of the material sufficient to go around the package and lap over a half inch or so in the center of the bottom. For hand sealing, however, it will be better to make the material long enough to have one end in the center of the bottom as usual and the other end lapped over the bottom and up one of the sides a short distance (Fig. 3). This enables the operator to keep a tight wrap on the package with the fingers on the sides of the package only, while the bottom is being passed over the hotplate to produce the long, heat-sealed seam. The slight additional material cost is more than offset by increased production.

On small packages the width of the material should be such as to allow the material to lap almost completely over the ends. A narrow lap on the ends is difficult to manage.

Wrapping small packages

Small packages are usually sealed in three different operations and skilled operators using the proper technique should produce perfect packages at rates up to 160 per hour.

The first operation has been described above. Next the ends must be tucked and sealed. There are two methods of tucking the ends, the first stage of each being shown at A and B in Fig. 4. Method A is the way hand tucks are normally made; Method B is common to many of the automatic machines. Actually, it has been found that most operators can make better speed forming the end tucks by hand using Method B, or contrary to the usual practice. The operator holds the package off the table so that the film projecting past the other end is not crumpled and, starting the tuck with both forefingers, completes the operation very speedily. The tucked end is then pressed on the hotplate for sealing and the other end tucked while it is in that position. The tucking can be done so fast that the film does not have a chance to scorch from prolonged contact with the hotplate. These steps are illustrated in Figs. 5 to 8.

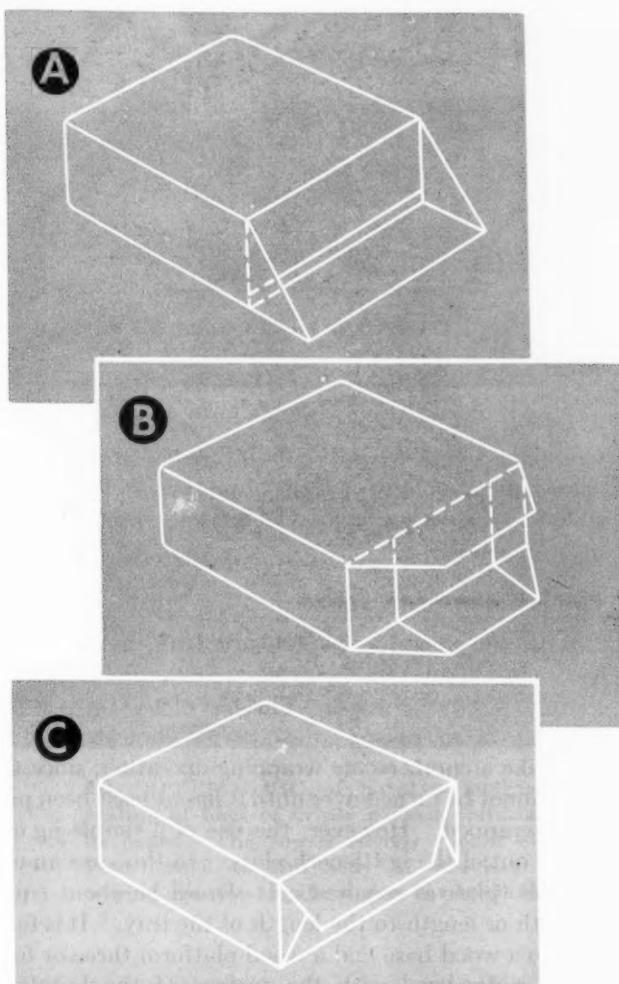
There are two types of hotplates available for this

purpose—the type with legs commonly used in laboratories and the type that can be mounted so that its sealing surface is flush with the table top. The latter has certain advantages for many kinds of work, one of the most important being the reduced burn hazard.

The operator does not have to lift the packages up and down. While this may seem like a trifling point, it actually makes a considerable difference in a day's production. Also, when tucking the ends of many wraps it is not necessary to finish the tucking with the hands completely, as the act of sliding the package across the table to the hotplate finishes the packaging operation.

With the elevated type of hotplate it is necessary to finish the tucking completely and hold the end while it is being lifted to the hotplate.

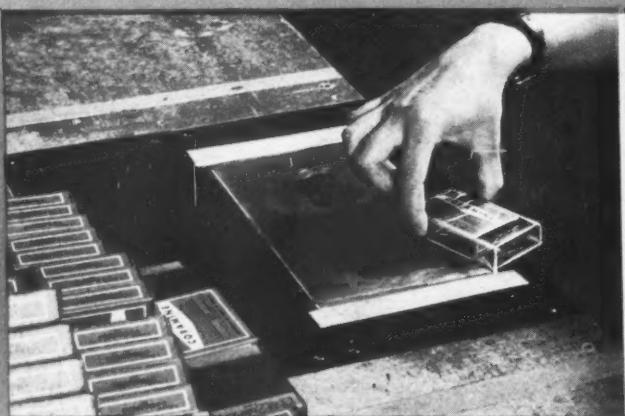
With waxed paper, the flush type is of particular value. Waxed paper does not seal instantly; a certain amount of cooling and hardening of the wax must take place. With a flush-mounted hotplate it is only necessary to slide the package off the hotplate and onto the table, where it can cool without any chance for the



4. TWO METHODS of making end-tuck folds are shown at A and B. Method A is the way hand tucks are normally made when wrapping small packages. Method B is common to automatic machines. A completed end seal is shown in C.

EFFICIENT WRAPPING TECHNIQUE AT CIBA PHARMACEUTICAL

PHOTOS, INDUSTRIAL ENGINEERING DEPT., CIBA PHARMACEUTICAL



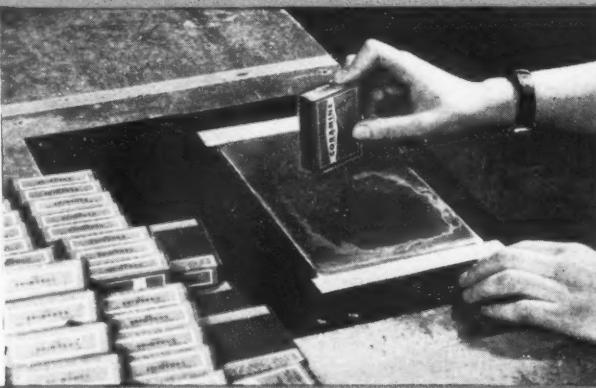
5. BOTTOM LAP is sealed with ends still open, the wrap being held firm by fingers on the sides only.



6. FIRST END TUCK is made by use of forefingers while the package is held securely above hotplate.



7. SECOND END is tucked while the package rests on the hotplate during sealing of the first end tuck.



8. WRAP IS COMPLETED by inverting package and permitting second end to be touched by hotplate.

wrapping to loosen. While hotplates are available arranged especially for flush mounting, it is also possible to improvise a method of recessing existing plates in many cases.

Jig for open-top trays

With the open-top paperboard tray, a wrapper is usually a must to prevent loss or contamination of the contents. Since the usual purpose of the open top is visibility, a wrapper of clear film is indicated. This looks like a cumbersome wrapping operation, since the tray cannot be turned over until it has at least been partially wrapped. However, the use of a simple jig can take it out of the bottleneck class. In this case an elevated hotplate is required. It should be about equal in width or length to the length of the tray. It is fastened to a wood base and a wood platform three or four inches wide, level with the surface of the hotplate, placed next to it as shown in Fig. 1. Allowing a gap of an inch or so, another platform about six inches wide, or of a size dictated by the width of the tray, is provided and all are fastened to the base.

The wrapping operation is as follows: A sheet of film

is placed so its edge is near the center of the platform farthest from the hotplate. The tray is then placed on the film so that the edge of the cellophane is slightly ahead of the center of the tray. (The extra overlap previously described is not necessary here, since the tightness of the wrap is under control at all times.) The other end of the film is now brought up and over and is pushed down into the slot between the two platforms. Grasping the assembly at the sides, it is pushed forward, causing the film to be pulled around and under the tray. When the other end of the film comes around, the two thicknesses projecting at the ends can be held between the thumbs and forefingers and the wrap tightened by sliding them in opposite directions. As the assembly is pushed forward, it crosses the hotplate and the long, bottom seam is sealed. Sealing the ends can then be accomplished as previously described, or in the case of very thin trays the film can be folded under and sealed to the bottom. While this is probably one of the most difficult hand-wrapping and heat-sealing operations, speeds in excess of 200 per hour have been achieved with the use of this jig.

Sometimes a sleeve cut to the same length as the box

is used, requiring no tucks at the ends. The same method of getting the sheet around the box can be used, but since there are no projecting ends to grasp, the heat sealing must be done by sliding one end of the tray on the hotplate first while holding the bottom seam at the other end to maintain the wrap tightness.

Wrapping soft goods

Square or nearly square packages of soft materials such as paper napkins or textiles can be wrapped very economically, from the material standpoint, in a square sheet of material on the bias. Since a minimum of material is being used and the package is soft, it is difficult to maintain the wrap around the package if it is lifted. Therefore, the best method of sealing is usually with a hand iron.

Some operators tack two opposite corners first, then bring the other two around and quickly go over all of the seams with a hand iron. Other operators are able to bring all four corners up before heat sealing the package (Fig. 9).

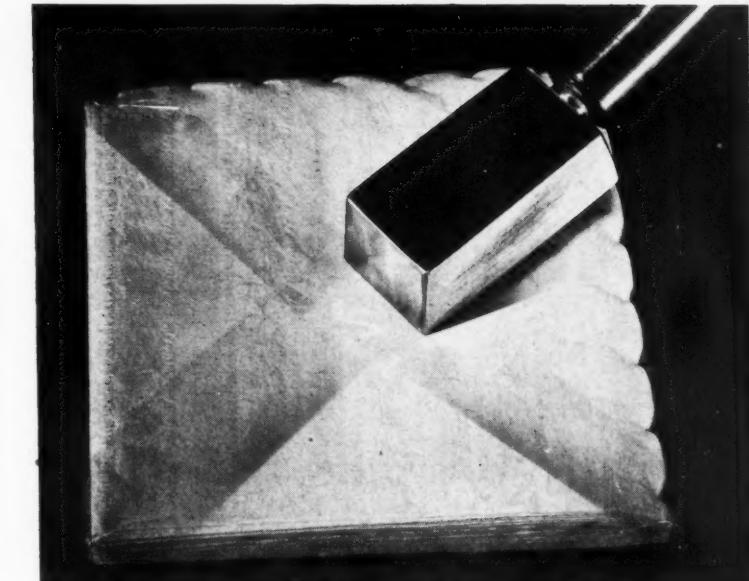
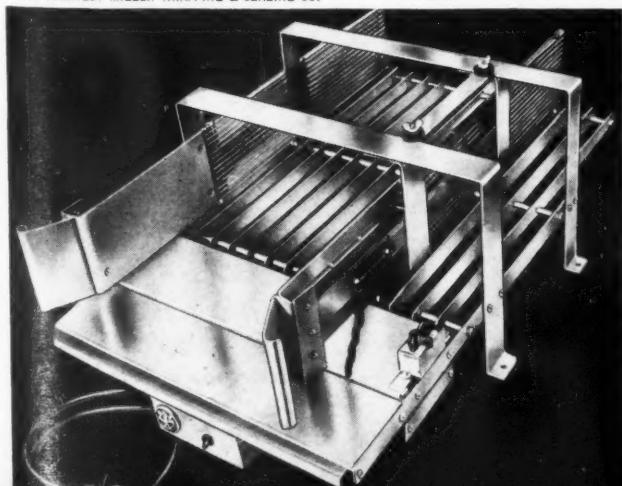
While this is not a difficult operation, it may be speeded up by the use of a simple jig consisting of a board with two strips fastened to it so that the package fits snugly between. The square of wrapping material is placed over the two strips on the bias; the object to be wrapped is placed on top and pushed down between the strips, bringing two of the corners into a vertical position. This makes it quite simple to bring the other two corners over and then bend the first two down flat and seal all four corners at once.

Sealing bags

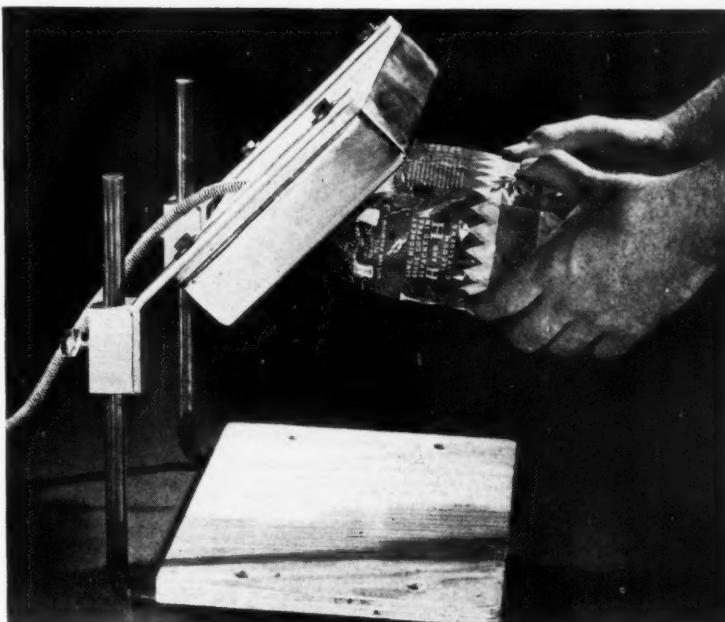
For sealing bags of potato chips, etc., which are frequently produced in small quantities, a hand- or foot-operated clamp-type heat sealer usually is employed. The foot-operated type, which leaves both hands free, is usually conducive to higher speeds.

An interesting variant of the bag-sealing operation, not generally known, is one in which the top is folded over and heat sealed to the body of the bag. A Southern coffee packer is sealing printed cellophane bags in this manner. He uses a hotplate which is held upside down at a 45-deg. angle by a special bracket (Fig. 10). The height of the hotplate can be adjusted and it is set so that the bag fits snugly (*Continued on page 186*)

PHOTO COURTESY MILLER WRAPPING & SEALING CO.



9. SOFT GOODS in square packages are most economical of material when wrapped on bias. All edges can then be sealed in a single application of hand iron, without lifting the package.



10. SPECIAL RIG of hotplate facilitates the sealing of bags of firmly packed materials such as coffee. The top is merely folded over and heat sealed to the body of the bag with a wiping motion against the inverted hotplate.

11. LARGER BOXES are best handled in this type of device, which seals the bottom and two ends simultaneously. The side plates of this hand sealer are adjustable to the size of the box.

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—coming and going



SCORES of successes in every type of packaging prove—the perfect answer to the moisture problem is **Pliofilm**.

Pliofilm is air-moisture-liquid-proof. If you're packaging dried fruits, for example,

this magic wrap effectively controls the moisture content, keeps the fruit tender and tasty for long periods.

If it's meat loaf, **Pliofilm** seals in needed moisture, prevents weight loss, *cuts shrinkage*

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3-way protection against air, moisture, liquids

MODERN PACKAGING

e Problem nd going



ols the age 97% — according to laboratory tests.

tender needed shrink- This matchless moisture control makes **Pliofilm** ideal for everything from drugs and meat products to cheese, biscuits, vegetables and pickles. And **Pliofilm's** crystal-clear

transparency sets off any product at its best.

If you've a moisture problem in packaging, put this wonder wrap to work for you. For full information, write: Goodyear, Pliofilm Dept., Akron 16, Ohio.

GOOD  **YEAR**
THE GREATEST NAME IN RUBBER





PLATFORM BASE of Triple Treet box has extension edge on three sides to enable it to support cover, which is also of folding-box construction. The four pieces of the set are firmly locked in die-cut openings.

EXTENSION-EDGE FOLDING BOX

**Design innovation gives Revlon a package for cosmetics sets
that looks like a set-up box at the cost of a folding carton**

Extension edges have always been considered one of the identifying features of set-up boxes. Now Revlon Products Corp., New York, has come out with two special combination packages which unite the cost and convenience features of a folding box with the quality look of an extension-edge base. This new folding box construction technique offers exciting possibilities to the cosmetic industry and other industries which heretofore have had, in many cases, to sacrifice either economy or appearance in packaging.

It takes more than a casual glance to discover that the platform bases of the Revlon Match Maker and the Triple Treet sets are actually of folding construction. And the covers with their integral interior bracing have a rigidity more suggestive of the set-up box than the folding carton. Yet the cover as well as the base of the box is made from a one-piece blank, with only one side glued.

While specific figures have not been released by Revlon, it is understood that the boxes cost considerably less than similar set-up boxes. The saving enabled

Revlon to produce and promote these two special combination deals. Both boxes are printed in red and black on an excellent grade of white patent-coated board, using plastic-finish inks.

The Match Maker set contains a lipstick which ordinarily retails for 65 cents, plus a 60-cent bottle of nail enamel (\$1.25 total). The special price for the set is 75 cents.

Revlon's Triple Treet set, which is being promoted for Christmas gift buying, contains lipstick, nail enamel and a $\frac{1}{8}$ -oz. container of Fashion Plate make-up foundation—all for \$1.

In addition to a substantial saving on the cost of each box, the company has found that the boxes made possible indirect manufacturing savings in plant storage space. These pre-glued box blanks are shipped and stored in flat bundles. On the Match Maker promotion, for which hundreds of thousands of boxes were ordered, this storage saving was most important. Furthermore, company officials say that the girls who work in the packaging lines can set up and handle the

folding boxes equally as fast as they handled the set-up boxes which had been used in the past.

Extension edges of the base exist on the front and ends only. From the back, the wall rises flush with the edge of the carton bottom. The front wall has a folded flap which is glued to the bottom approximately $\frac{1}{8}$ in. from the edge, thereby forming the extension edge. The top of the base is scored and die cut to fit the shape of the contents which are nestled in it, including a small die-cut loop through which the detached plastic "quill" of the bottle cap is slipped. Ends of the base platform have tuck-in flaps and inside tabs which hold it rigidly in position.

In the case of the Triple Treet base, the extension edge has been printed red; the edge of the Match Maker base is white. A piece of corrugated board is slipped inside the base to act as a cushion for the bottle and lipstick, although the dimensions of the die-cut sections are so accurate that the filled base can be turned upside down without any of the contents spilling out, it is claimed.

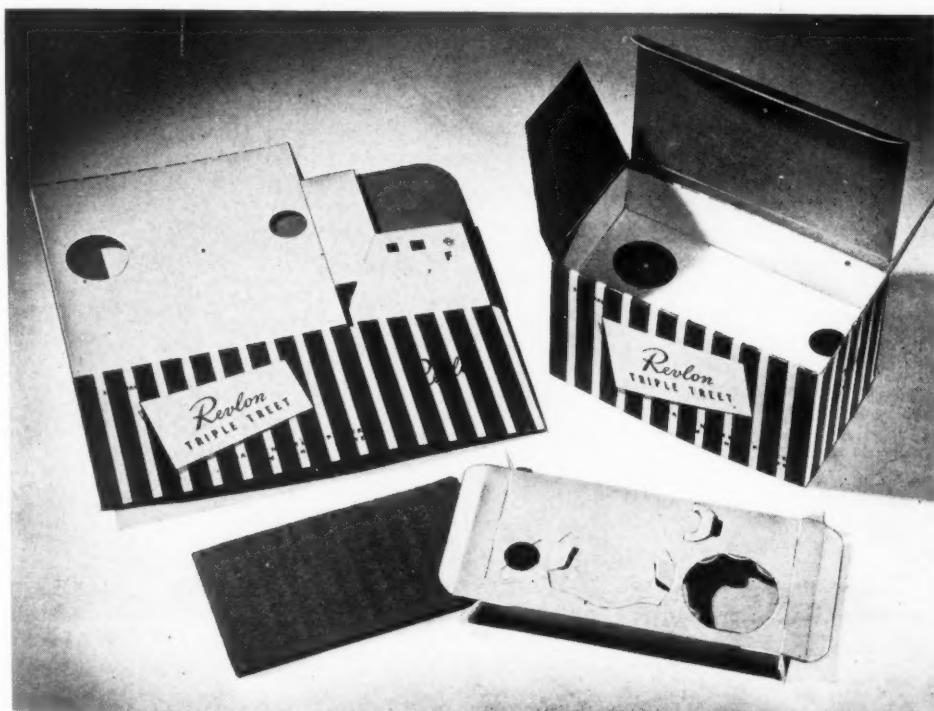
The die-cut interior bracing of the cover that helps to hold the tops of the nail enamel bottle and lipstick se-

curely during shipping is actually an extension of one side wall. As an integral part of the cover it is quickly pushed into its proper shape by folding the scored lines of the panel and wedging it into place. When the cover top is tucked in in the conventional way, the bracing is concealed and the complete cover has the appearance of a set-up box cover.

In the blank, the two reinforcing end wings of the interior bracing panel are attached to the two flaps of the end walls. Where this score occurs the board is perforated and when the covers are set up these two sections must be separated by tearing. The reason for this was to permit the box to be folded on an automatic folding-box gluer. One end wing would have interfered with the folding had it not been held down by the perforated score which joined it to one of the end flaps.

Patents on the construction of these extension-edge folding boxes, which are die cut in the usual manner and glued automatically on regular folding-carton gluing equipment, are pending.

CREDITS: Box construction design, Richard E. Paige, Inc., New York. Boxes, F. N. Burt Co., Buffalo, N. Y., and Lord Baltimore Press, Baltimore, Md.



SIMILAR BOX used for Match Maker set. Substantial saving on box itself over set-up box is supplemented by saving on storage space for flat blanks. Set-up time is said to be about same.

COMPONENTS of package, revealing construction details. Corrugated board slips inside folding-box base to cushion the products. Note that interior bracing of flap-lidded cover is an integral part. It is temporarily connected to the lid flap by perforations in the box blank.





REDESIGNED PACKAGES show how basic package forms distinguish each group of products: the rounded, tapered bottle for cologne; square bottles with rounded corners for lotions; square-base jars with round tops for creams; more decorative jar for Rose Cream mask; the new powder box with a modernized Madame Du Barry portrait.

OLD PACKAGES did not have desired cosmetic look. Labels lacked delicate feminine feeling.

For two and a half years, Richard Hudnut has been redesigning the entire Du Barry line of cosmetic packages. The first of the new packages is currently reaching the market, but the program is so broad it will be two more years, according to I. R. Linnard, merchandise manager, before the entire program is completed.

Du Barry, as a leading trade name in the beauty business, has been known to American women since the turn of the century, first as a perfume and later associated with the portrait of Louis XV's favorite on a powder-box cover. Through the years, cologne, creams and lotions have been added to round out complete treatment and make-up lines. Sold on a selective dis-



tribution basis, Du Barry is the Richard Hudnut "out front" or prestige line and today represents a substantial part of the company's business as well as holding a position of leadership in the toilet goods industry.

Packaging has always been a continuing study to keep pace with current design trends. At the end of the war Hudnut realized, as so many companies have, that prewar packages would no more do the selling job than prewar fashions. It was a good time to re-do the whole line. Under the direction of the merchandise manager a comprehensive design plan was put into effect. The results of the planning, now being seen for the first time, are outstanding examples of how five or

DU BARRY

Long-range redesign program demonstrates how five or six basic container forms can be adapted to an entire line of cosmetics

six distinctive basic container designs can be adapted to a complete line to give it family resemblance, individuality and an air of beauty and ultra-femininity.

First question was: "What to do with the powder box?" The portrait of Du Barry, the color and decorative treatment of the oval box had been revised at least a half dozen times in the half century of its existence. The last revision, done in 1942, was definitely not 1948. The portrait was not expressive of today's idea of beauty and the maroon of the box was not a preferred color for cosmetic packaging. The oval box, however, was an asset, since there are only one or two other powder boxes of this shape on the market. At one stage in the planning, de-emphasizing the portrait on the box was considered, some members of the planning group believing that the portrait had outlived its usefulness. A survey of Du Barry demonstrators throughout the Metropolitan area, however, settled that question in a hurry. Too many customers, they said, asked for "the face powder with the lady on the box."

So—Madame Du Barry has been retained, but modernized as a 1948 beauty, with only the powdered coiffure reminiscent of the eighteenth-century French beauty. No basic change has been made in the structure of the box. It is the same oval telescope, but the basic color has been changed to pink, with only a suggestion of the dark red as carry-over continuity with the old package. The red, however, is interpreted in magenta for the decorative scallops outlined in gold. A blue accent is used for the background in the portrait medallion. Brand identity is strengthened by use of a

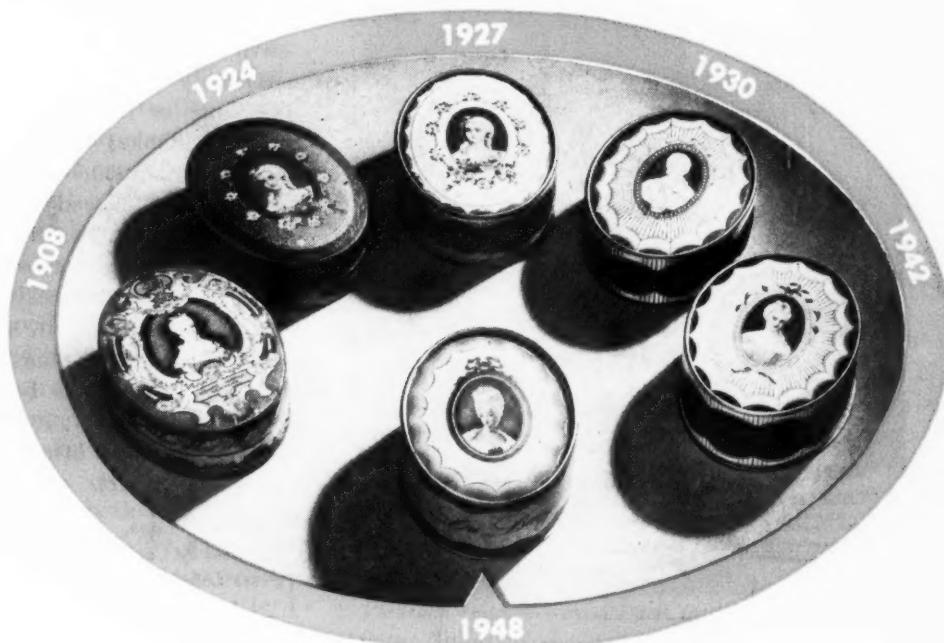
new script logotype, repeating Du Barry four times around the side of the box cover.

Two basic private-mold bottles have been selected for adaptation to all of the liquid products in the line. Both of these were chosen in accordance with consumer preferences obtained by personal interviews. One is a square-type bottle with rounded corners, tapered and recessed on two sides to give a softer appearance and to make it easier to grip. This bottle is being used in several sizes, with specially designed pink plastic caps, for all of the lotions, astringents, skin fresheners, etc. The cologne bottle, on the other hand, is round and tapered slightly—a graceful shape designed for gift appeal. The slight taper makes it easy to hold. Applied white lettering on the bottle imparts an air of elegance. A gold-metal cap also adds a luxury note. Cold-mold samples of both bottles were tried in test runs before adoption to determine efficiency in handling. Only one slight adjustment was required to straighten the taper of the lotion bottle for efficient production.

Cream jar molds were planned with square bases to carry out the family feeling of the lotion bottle shapes. The same jar shape is adaptable to all sizes with the exception of a special jar having more decorative treatment for Du Barry Derma Sec Formula and Rose Cream mask. Since these are specialty items, it was felt that the package should be slightly different.

All jars are sprayed with a special shade of pink, the basic color of the entire line—closures, labels, cartons, boxes. Women like pink. There is no other color on a cosmetic counter that has greater appeal. This has been

EVOLUTION OF A LADY—
the Du Barry portrait since the turn of the century. So important has this portrait become that when the company considered de-emphasizing it for the new package, Hudnut demonstrators said, "No. Too many customers ask for 'the face powder with the lady on the box.'"



proved over and over again by the colors that sell. This fact left no doubt as to color selection for the new Du Barry packaging. Pink for the urea closures on the jars, however, was deliberately made a different shade of pink from the spray for the jars, although in a matching hue. Because of the difficulty of matching pinks in two different materials—the sprayed color on the glass and the color of the plastic—it was believed better procedure to keep them different so that slight variations would be less noticeable. Molds are recessed in the base for key control of label placement. Tops of the plastic closures are left without any trade identity, eliminating the former "Du B" for the "Du B" in Du Barry formerly lithographed on the old metal jar caps, partly because the "Du B" meant very little as identification and also because of the difficulty of centering an initial when the caps are screwed on.

One of the greatest improvements from an appearance standpoint is the new label, which gives the desired "salon look" to the new packages. The background color is also pink, edged with a white and gold die-cut baroque border. Identity is achieved by the use of the new Du Barry script logotype printed in maroon. A tiny medallion of the Du Barry portrait, accented in blue, brings all the labels into the family with the powder-box design. The same baroque scrolls have been interpreted in the design for the cologne carton in white and gold against a pink background.

As each new package is introduced, it will take its place in this integrated basic design scheme. No at-

tempt was made to cut packaging costs on the whole in this program, although every effort was made to keep them within limits of the old packaging, insofar as this is possible with mounting prices of packaging materials. The main object was to create a modern package family that will outsell its competitors. Such measures as elimination of ribbon ties around lotion bottles, entailing considerable hand work, however, allowed certain margins in overhead for other packaging improvements. Emphasis was placed on redistributing packaging costs "where they would do the most good." A pre-fabricated metallic cord bow on the cologne bottle, slipped on by means of an elastic affixed to the bow, also saves time and labor.

The change-over to the new packages is being made without fanfare. As soon as supplies of old packages are exhausted, the company will begin producing and shipping new ones. In other words, the transition will be a gradual one, rather than an abrupt change.

CREDITS: Design, Design Associates, New York. Powder-box wrap, printed by C. H. Forsman Co., New York. Powder boxes, F. N. Burt Co., Inc., Buffalo, N. Y. Lotion bottles, Swindell Bros., Inc., Baltimore, Md. Cologne bottles, T. C. Wheaton Co., New York. Lotion-bottle closures of urea formaldehyde supplied by Armstrong Cork Co., Lancaster, Pa. Metal closure for cologne bottle, Chase Brass & Copper Co., Inc., New York. Applied label, T. C. Wheaton Co., New York. Cartons, National Folding Box Co., Inc., New Haven, Conn. Jars, Hazel-Atlas Glass Co., Wheeling, W. Va. Jar caps, made by Armstrong Cork Co., Lancaster, Pa., and Mack Molding Co., Wayne, N. J., of urea formaldehyde. Paper labels, A. L. Reid Printing Corp., New York.

INTERLOCKING CANS FOR TWO-COMPONENT PRODUCT

When the Plastics Department of American Cyanamid Co. arranged recently with the Nelson Co. of Iron Mountain, Mich., to handle



distribution of Cyanamid's Urac Resin Adhesive 185 in small consumer units, a problem arose on the packaging of the product. The plastic adhesive—a low-pressure bonding agent designed for assembly work, especially where lack of adequate pressure or irregularity of shape in contacting surfaces makes the use of glue impracticable—has two components which are not to be mixed together until ready for use. It was therefore necessary to package them separately, yet in such a way that the consumer would get both units.

These two interlocking cans, which provide a simple and neat unit, solved the problem. The top can, containing hardener, locks into the larger can of resin at the bottom. The two cans fit together so snugly, it is claimed, that the whole assembly can be lifted by the upper can without its coming apart.

CREDITS: Cans, American Can Co., New York. Labels designed by Carl U. Strom, Chicago, and supplied by Albany Press Label Printers, Inc., Chicago.

Pour spout for soap

Armour pioneers carton convenience that surveys proved housewives wanted

The newly improved "Perk," a granulated soap rapidly being introduced in markets in the South and Middle West by Armour & Co., has an improved package convenience, too. The cartons are equipped with unusually large aluminum pouring spouts for dispensing the soap granules.

This pouring spout, which marks a significant forward step in soap-carton packaging, represents nearly two years' study on the part of Armour.

During the first half of 1947, Armour appointed an independent research organization to make a survey in Detroit among women who had already bought and used Perk with an original metal pouring spout.

This research indicated that about nine out of 10 women could cite one or more advantages of the pouring spout, whereas fewer than one in 10 could think of any disadvantage. Of this 10%, the majority said that the spout poured the soap too slowly. This opinion was more pronounced among those who used Perk for laundering than for dishwashing only.

When asked specifically about the size of the spout, about one-fourth of the women said the spout was too small, while the rest believed it was satisfactory.

On the basis of this information, the company in introducing its new Perk—containing "Armcocel," a new speed ingredient claimed "to cut washing time one-half to three-quarters"—changed to a larger spout, which they believed would overcome its only drawback.

The manufacturer of spout-inserting equipment developed a new high-speed machine for providing a 30% larger pouring spout. This machine is placed in the packaging line between the bottom sealer and filling machine. After the bottoms of the cartons are sealed, the containers are carried by conveyor to the spout-inserting machine where the aluminum pouring spouts are inserted into empty cartons. By conveyor, cartons move to the filling station and on for final sealing.

The Perk cartons, designed by a leading package designer, have a bright red background. On one face of the package, the brand name appears in large white letters outlined in black, immediately identifiable in shelf display. Under the brand name is a bold underscore on which is printed the word "granulated." Below this is the word "soap" in large white letters. Sell copy in white against the red background reads: "For every household use—quick suds, quick cleansing." The brand logotype is repeated on both end and side panels, which carry also directions for use, company name and address. The reverse back panel has a completely different treatment—an over-all floral pattern where the name "Perk" appears in comparatively small



ALUMINUM SPOUT is inserted in carton by a high-speed machine. Consumer simply pulls it open to pour contents. Front of Perk carton is designed for self-service shelf display. Floral-designed back panel has a non-commercial appearance designed to appeal to housewives.

red letters on a white oval. This gives a more decorative, non-commercial appearance to the back face of the package to appeal to women when the package is stored on the home laundry or kitchen shelf.

The aluminum spout is located at the top of one side panel. Just above it on the top of the carton is the printed direction: "Pull spout open to pour." For the consumer who may wish to dispense the soap even faster, there is a scored semi-circle at the top of the opposite side panel with the directions "For faster pouring, push in here and tear top back."

CREDITS: Package design, Raymond Loewy & Associates, New York and Chicago. Spouts and inserting machinery, Seal-Spout Corp., Newark, N. J.



MP DISPLAY

Calvert Distillers Corp.'s top-of-the-shelf valance makes use of ordinarily unused display space in the liquor store and also provides holiday decoration. The printed paperboard valance features a calendar-like pad which shows how many days remain until Christmas and which the dealer keeps up-to-date by tearing off each day. Placed above a group of Calvert bottles on dealers' shelves, the valance adds emphasis to the Calvert gift package by showing it too. With the valance, dealers also get between-shelf strips die cut and printed in the shape of Christmas trees. Display, Zerbo, Inc., New York.



Two new easel-backed display cards for Normandy (formerly called Norman) pens, planned vertically instead of horizontally, provide better display areas, yet take up less counter space than the displays previously used. The cards are letterpress printed in three colors directly on white coated display board, varnished and then die cut. Diagrammatic illustrations and copy show how to use the product. Displays, Eastern Display & Carton Corp., New York.



Waterbury Companies Toy Division's "Magic Plane" has a propeller that spins right and left when the back of the fuselage is scratched. This action display demonstrates and explains how it works. Plastic left hand holding the plane and the right one moving back and forth scratching the fuselage are molded in cast phenolic from models of human hands. Electrical mechanism controlling the moving hand is concealed in the box. Display, The Miller Mfg. Co., Ottoville, Ohio. Hands molded by Atlas Plastics, Inc., Buffalo, N. Y., using "Nuplamold," supplied by Durez Plastics & Chemicals, Inc., North Tonawanda, N. Y.

GALLERY M P

Specially designed for Brach's new Rose Line candy package, this display merchandiser carries out the pink and white stripe and rose motif of the folding window box and is said to be setting new sales records for self-service merchandising of Brach's candies. The merchandiser has fluorescent lighting, slanted shelves to give maximum display, chromium trim grooved for price cards. The unit holds 10 cases of packaged assortments. Package and display design, Lester Beall, New York. Folding boxes, Container Corp. of America, Chicago, and Ace Carton Corp., Chicago. Merchandiser, Falkenberg Co., Inc., Kansas City, Mo.



To stimulate impulse buying of olives, Puritan Co. of America, Chicago, has adopted a liquid-holding Pliofilm package promoted in a counter display carton and called "Snack Pak Olives." The heat-sealed, laminated, two-ply Pliofilm packages hold green olives in brine. Display is scored and die cut so riser piece—formed from the carton cover—holds an actual bag. Bag and carton design, Gadiel & Associates, Chicago. Bags, Shellmar Corp., Mt. Vernon, Ohio, using Goodyear "Pliofilm."

The variety of counter displays that can be made from a folding carton is typified by this one holding paint brushes manufactured by Samuel M. Dell & Co., Inc. It is a one-piece, glued style with a regular tuck top. Top edge of the carton has die-cut notches into which the brush handles are slipped. Brushes rest against raised cover, held in position by locking tabs that fit in side wall slots. Printed in red and silver gray, the decoration carries out the theme of the brand name, "Checker." The display carton can be used as the shipping container. Carton, Rogers Printing & Carton Co., Baltimore, Md.



Cake Suggestion

A & P capitalizes

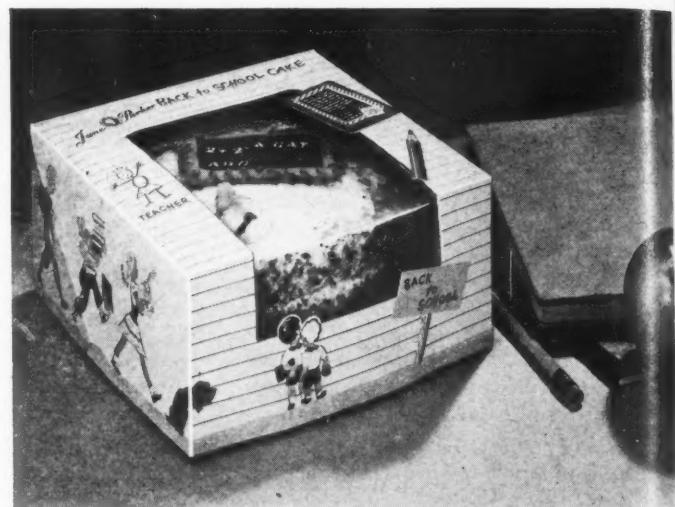
on window boxes to push Jane Parker

cakes for a variety of special occasions

The National Bakery Division of the Great Atlantic and Pacific Tea Co. has found that complementing its delicious special-occasion and holiday cakes with especially decorated packages is an excellent merchandising practice. To date some nine different designs have been created which present the cakes in the most festive manner possible through careful color selection and die cutting, always with the thought in mind of enhancing the over-all presentation of the baked product.

The idea was born just a few years ago and has progressed with the fast-growing line of Jane Parker bakery products. As the demand grew for these special-occasion and holiday cakes, the matter of packaging them in some distinctive way was given serious consideration. It was decided to design a particular box

DECORATIVE TOUCH is added to Easter carton simply by scalloping the edge of the carton side flaps and printing it to look like lace. Since Easter cakes may vary considerably in both type and price, a space is provided at upper right corner for applying gummed label.



SALES ARE BOOSTED by boxes like this one that suggest an occasion for a celebration which is out of the ordinary. The slate theme for this "Back to School" cake appears as a label on the box and also as a decoration on the cake.

for each feature cake. The cartons were to have instant appeal, with the decoration in keeping with the occasion which the cake represented. They were to display the cakes so the shopper's fancy would be captured instantly.

In all cases cellophane-window cartons are used. The decoration of the carton is determined by the cake. Color scheme of the box in each instance matches or harmonizes with the icing on the cake. Traditional symbols, emblems and caricatures in the designs identify the cake with the particular occasion it represents. Thus the Hallowe'en package has witches on broomsticks, pumpkins and spooks; the Christmas cake carton has Santa Claus and his reindeer, carolers and sprigs of holly printed in appropriate colors. The figures

HALLOWE'EN BOX is cut similarly to the one for Mother's Day, with half-windows on each side, but note the change of atmosphere to gamboling ghosts and goblins and witches on broomsticks, all presented in vivid colors. On all boxes colors are planned to harmonize with the cake icing.



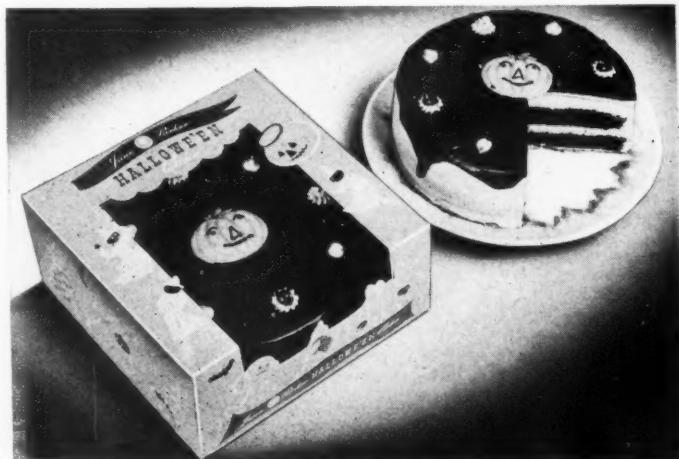


PLACEMENT of the perky design figures on this box for a Christmas cake leads the eye to the focal point—the decorated cake seen through the cellophane window. The effect achieved is that of a stage-like setting for the cake. All figures on the box are positioned to turn toward the window.

are placed to lead the eye through the cellophane window to the cake and give it a stage-like setting. When the cartons are used in mass displays they create an atmosphere of festivity for the specific holiday occasion in question.

Production, from the standpoint of labeling, is carefully considered in the carton designs. Rather than depending on operators to place tags on the cartons, which is frequently done in a "hit or miss" fashion, specific label areas are included in the design. For instance, on the Back to School cake carton, a slate was designed on the top panel where the price could be indicated. Close registry of these labels is not attempted, since marginal space is left in order that they might appear neatly fitted into the regular pattern of

ANOTHER VERSION of the Hallowe'en cake box gives prominence to the smiling pumpkin motif, picked up from the box and used as icing decoration on cake itself. On this box the characteristics of the others are retained, including the window panel to provide two-dimensional view of cake.



MOTHER'S DAY design spotlights the flower decoration on the cake itself and half-windows on each side of the box give an especially good view of cake. Each of these packages is a folding carton, which has the advantages of being readily stored and easily handled.

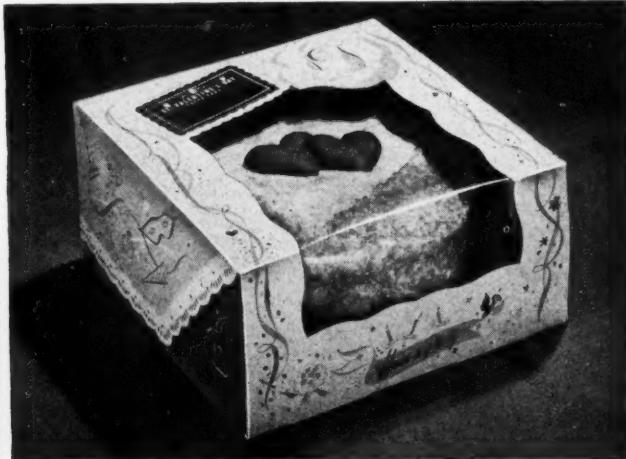
the box. The carton for the Valentine's Day cake is designed so that with a different label it can serve for the Washington's Birthday cake.

In each case the cellophane window is continued from the top down part of the front side panel, to provide a two-dimensional view of the cake itself.

The fact that A & P has continued to increase the number of special carton designs indicates the idea's success. Specials are now used for Easter, Mother's Day, Father's Day, Fourth of July and Thanksgiving, in addition to the others mentioned above.

CREDITS: *Designs, Robert Neubauer, Bridgeport, Conn. Cartons, Sutherland Paper Co., Kalamazoo, Mich., and Berles Carton Co., Inc., Paterson, N. J.*

ALL-PURPOSE BOX can be used for almost any special occasion from Valentine's Day to Washington's Birthday. The suggestion, "Have a Party," is given point by the applied label at upper left and printing on front panel, as well as special decoration of cake icing.



CUSTOM QUALITY is reflected by Wente labels, highlighted by separate vintage label. Thermoplastic labels are accurately applied to different shapes and sizes of bottles by a single semi-automatic machine, which has been specially adapted.



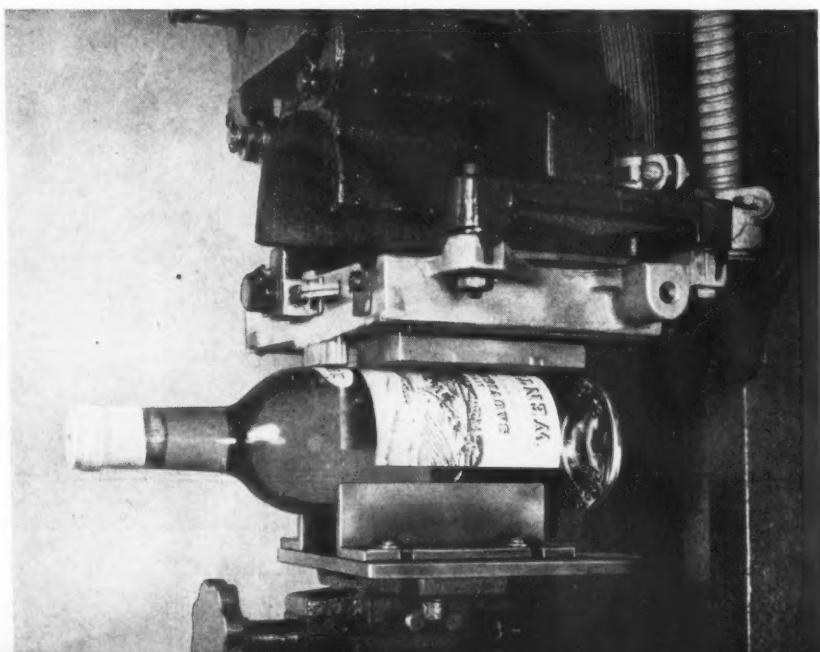
Wente Bros., Livermore, Calif., have been known since 1883 as producers of some of the finest white wines that come out of California's famed Livermore Valley. They are perfectionists. They have won their reputation by the most careful attention to detail, by concentrating on quality rather than quantity. Their volume is quite small, as California wineries go, although their choice wines are sold in leading wine shops from coast to coast. In such a situation the package must carry most of the sales promotion burden.

In the Old World tradition—although it is not the custom in California—all Wente wines are identified as to type and marked with the vintage year. To emphasize this mark of distinction, the vintage year is shown on a small, oval, spot label just above the front body label. There is also a back body label on which the wine maker's pride in his product is expressed by a detailed description of the wine's special attributes, the lineage of the grape from which it comes and something about the Livermore Valley in which it grows.

The design and treatment of these labels leaves little to be desired. The top half of all front body labels is occupied with a panoramic view of the Livermore Valley, done in a charming, woodcut style and printed in black and soft green; this serves as the Wente trademark. Below the illustration appears the wine type (given in the true grape name rather than the ambigu-

Dry Labeling

SUCTION PLATES that have picked up two labels from hopper here deliver them to bottle. Dual plates have heating elements that activate labels' thermoplastic coating while in transit.



ous French district name) and the Wente Bros. name, both printed in bold antique, but very legible type. The vintage label bears simply the date in gold, block letters. The back label has faintly overprinted upon it, over the descriptive matter, the map of California and a grape motif. The whole effect is that of a wine proudly presented, with due respect to age and tradition, but with distinctly American label treatment.

Being proud of their package, the Wente Bros. wanted nothing to mar its perfection—no torn, twisted or wrinkled labels, no loss of adhesion in long dry storage, no glue smears on the bottle. Their requirements were complicated. They had three labels to apply to each bottle—one of them very small and difficult to position accurately—and their small-volume, hand operation would not support an expensive, fully automatic labeling machine.

Their solution was found in dispensing with glue and adopting delayed-action thermoplastic labels, applied by a semi-automatic machine specially fitted for the job. Not only is this one of the first applications of the thermoplastic label in the wine industry, but the Wente machine is the first to apply two thermoplastic labels simultaneously. A special label hopper was designed to facilitate quick change-over to different label sizes after short runs. Another improvement incorporated in the machine includes an automatic label-heating tempera-

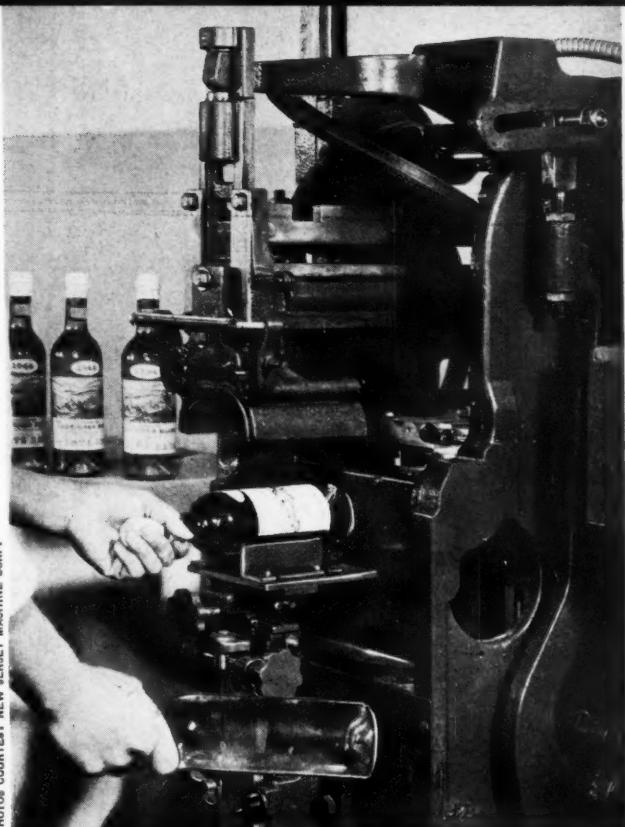


PHOTO COURTESY NEW JERSEY MACHINE CORP.

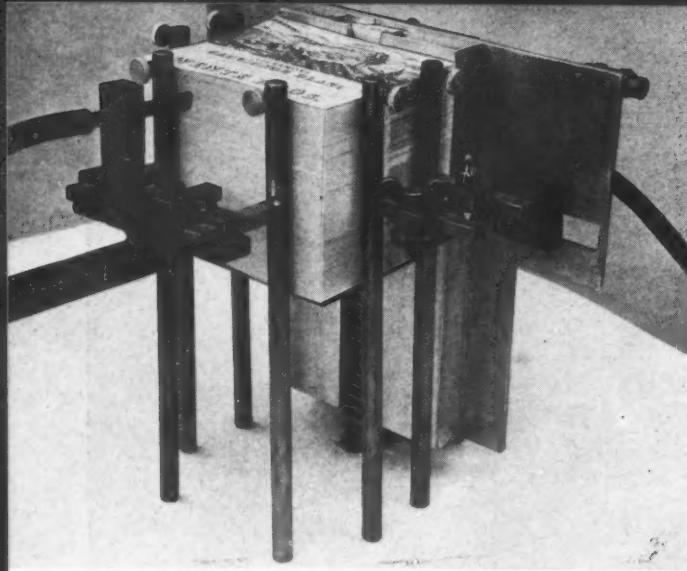
REMOVING labeled bottle from holder, operator is ready with the next bottle. Labels have been sealed to the bottle by pressure of the curved sponge-rubber pad, which is shown elevated.

California maker finds thermoplastic labeling best expression of the perfection of his wines; machine is adapted to apply two labels at once

of wine

FINISHING LINE. Embossed lead-foil caps are applied to filled and corked bottle tops by hand and crimped in place by machine. The bottles are then placed in wooden shipping case. Rated capacity of the line is 60 bottles per minute, although with the larger sizes of wine bottles, the line averages 45 per minute.





SPECIAL HOPPER was designed to handle two labels at once and provide for quick changeovers. Small vintage labels, uniform in size, are in refillable magazine at rear; main body labels, which vary considerably, are handled in open hopper with adjustable side and rear guides.

ture control. The machine handles labels by vacuum, removing each label from the top of a stack by a suction mouthpiece; in this case, of course, there are two suction plates, one for each of the two front labels. The suction plates are equipped with electric heating elements so that as the labels are held firmly against their surface by vacuum, they are also being heated. As the suction mouthpieces carry the labels from the label hopper to the bottle, the pre-applied plastic coatings are softened by the heat and, by the time they reach the bottle, the plastic is completely activated and ready to make a firm bond with the glass. The suction plates merely deposit the labels in proper position on the surface of the bottle, which is held horizontally by the operator in an adjustable fixture; a curved, sponge-rubber pad then descends and firms the labels.

The thermoplastic coating is said to have been perfected so that there is no danger of blocking in storage; the label is perfectly dry and non-tacky, it is claimed, up to a temperature of 145 deg. F.

The new labels posed no difficulties for the printer. It was merely a matter of purchasing thermoplastic-coated stock for printing instead of plain label paper.

Dual labeling has, of course, been done with conventional glue labelers, but it is a delicate operation because accuracy and quality of adhesion depend upon the delicate distribution of the same film of adhesive over both labels. On a suction-type labeler, the four corners of the suction-plate arrangement must be in precise adjustment. On stencil-gluing types of labelers, the normal tendency of the glue coating on one transfer plate to pull more than the coating of the other plate is apt to produce variable results. With thermoplastic labeling, all of these problems are eliminated, as the adhesive is already precision coated on the labels when received and no special handling activity is required.

For the Wente Bros. installation, it was necessary to design a special double label hopper which could be quickly adjusted to various sizes and shapes for complete flexibility in operation. Wente's production runs are comparatively short, due to the limited amount of wine produced under their high-quality standards. The small oval vintage label is the same size for all bottles, but the main body label may vary considerably in size. A hopper was therefore devised to confine the oval labels in a refillable magazine and, allowing for the proper spacing between the labels as applied, adjustable side and rear guides were attached to the hopper to provide a quick and accurate means of confining the variable body label. Thus, in a matter of minutes the combination of labels to be applied can be changed without removal of the label hopper from the equipment.

After front labels have been applied to a given quantity of bottles, plates are changed in the machine and the back labels are similarly applied.

Also considered by the manufacturer to be a distinct improvement in this model of the machine is the electrical heating system. The machine has been rigged so that it will not operate until the proper temperature for complete activation of the plastic label coating has been reached. The new hook-up incorporates a system of thermostatically controlled relays which govern the heating of the transfer plate to the exact specified temperature. In the event that the temperature goes below the tolerance range, the relay will break the drive-motor circuit so that the machine must stop.

Although Wente Bros.' operation is a small one and without the usual emphasis on speed (all bottling and corking is a hand or semi-hand operation), they do appreciate the cost saving inherent in their new labeler through the complete elimination of down time for cleaning the machine, preparing glue, filling and cleaning glue pots, etc. The machine is ready to go when the switch is snapped on in the morning and can be left just as abruptly at night, using every minute productively.

The machine has a rated capacity of 60 bottles per minute, although with the larger sizes of wine bottles 45 per minute is a good average running speed. The various types of Wente wines use the several different shapes and sizes of bottles characteristic of their varieties. Accommodation can quickly be made by adjusting the holding fixture and the pressure pad. The suction mouthpiece must be changed, but this is quickly done as the suction pick-up plates are mounted on a dovetail master plate which easily slides into the machine.

Filled and corked bottles are brought to the labeling machine in wood cases on roller tables. After labeling, the bottles move down a conveyor belt where embossed lead-foil caps are added and crimped in place before the finished product goes into a shipping case for delivery.

CREDITS: *Pony Label Dri machine, New Jersey Machine Corp. Hoboken, N. J. Labels printed by Schmidt Lithograph Co., San Francisco, using Pervenac paper by Nashua Gummed & Coated Paper Co., Nashua, N. H. Bottles, Owens-Illinois Glass Co., Toledo, Ohio. Lead-foil caps, I. F. Schnier Co., Inc., San Francisco. Corks, Armstrong Cork Co., Lancaster, Pa.*

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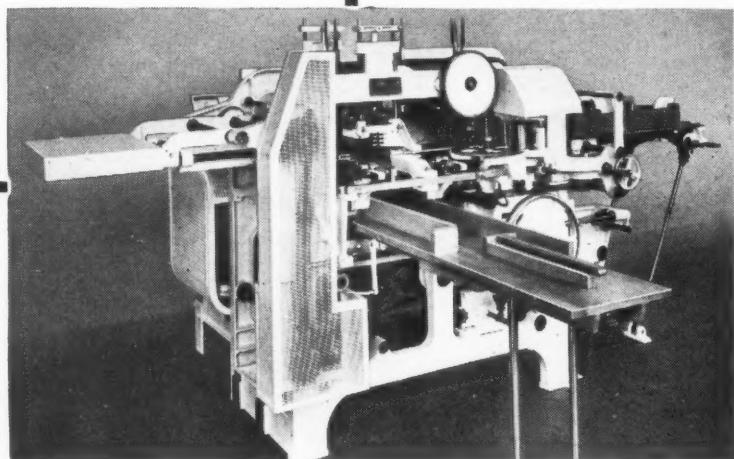
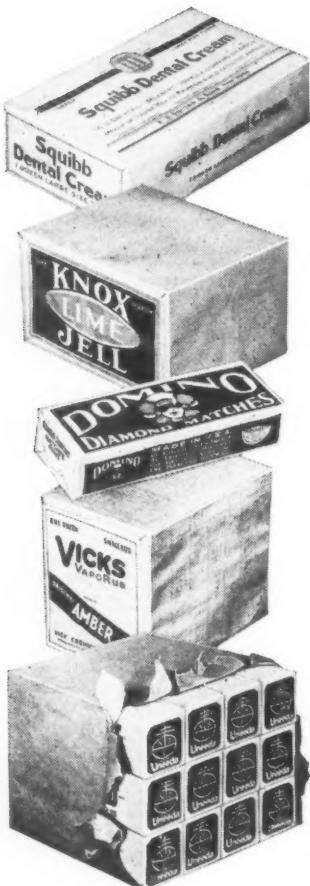
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Charles A. Southwick Jr. • *Technical Editor*

Vapor-phase inhibitors

Protection is one of the principal functions of a package. When metal articles are packaged, protection is required not only against mechanical damage such as denting or breakage, but also against the deteriorating and disfiguring effects of corrosion. Recent years have seen considerable progress in better understanding of the factors affecting corrosion of metals in packages and in development of packaging methods to prevent corrosion. One of the most recent developments is protective packaging with a treated wrap or container incorporating a slightly volatile corrosion inhibitor designated as VPI.¹ This method has novel features which offer interesting advantages. After several years of intensive research and field testing, packaging materials in the form of VPI-coated wrapping papers now are available commercially from paper-converting licensees² of Shell Development Co.

The basic concepts involved in this new method may be made clear by reviewing the causes of corrosion and classifying the methods of metal preservation. Bare steel rusts in the atmosphere owing to chemical reaction of the steel with moisture and oxygen in air. The amount of oxygen in air is constant, but the moisture content of air may vary considerably. Presence of both oxygen and water are required for rusting to occur. Since oxygen is costly to remove and to keep excluded from a container, this method of preservation is not practicable except in rather special instances. Protective packaging of metals has leaned heavily therefore on means for minimizing direct contact of moisture with the metal. This may be accomplished by application of temporary oil or grease coatings directly on the metal, which then is packaged with water-vapor-barrier wraps, or by powerful moisture-absorbing materials placed with the metal in sealed water-vaporproof containers, or by combination of these. Widespread wartime use of these moisture-excluding methods has made them familiar to many.

The new method employing the vapor-phase inhibitor is unique in that it prevents corrosion when moisture and oxygen are present; therefore, exclusion

New volatile chemical, coated on paper or on paperboard, protects metal parts against corrosion even in the presence of moisture and oxygen. By A. WACHTER*

of these pervasive corroding agents is not required. The coating of VPI on a paper wrap or on the interior of a box prevents rusting of bare steel in the package under humid conditions even though the coating is not in direct contact with the steel. The reason no rusting can occur is that VPI, an organic chemical compound that makes water entirely noncorrosive to steel, is also slightly volatile so that it permeates the air surrounding the steel article in a package. This potent corrosion inhibitor vaporizes slowly from the coating on paper and makes condensed or adsorbed moisture on steel incapable of causing rusting. Protection is maintained at a high level in this manner so long as VPI is present in the package. The chemical does not react with or remove water or oxygen; it does not act by affecting pH or acidity, since it is a neutral compound; it is not consumed by its action of protecting. Its potency appears astounding in view of the fact that 16,000 cu.

AFTER 2,000 HOURS in humidity cabinet at 120 deg. F. These two sand-blasted mild steel strips were identically packaged in paper and overwrapped with 0.5-mil aluminum foil, except that in one case the paper was treated with VPI.



* Head of Corrosion Department, Shell Development Co., Emeryville, Calif.

¹ Trademark registered U. S. Patent Office.

² Angier Corp., Framingham, Mass.; The Marvellum Co., Holyoke, Mass., and Orchard Paper Co., St. Louis, Mo.

ft. of air are saturated by only about 1 gm. of VPI vapor at room temperature. Owing to its low volatility, it is easy to keep the vapor in a package for extended periods of time by use of low-cost barrier packaging materials, e.g., by a wax coating or asphalt laminant.

Methods of VPI protective packaging

The fact that this chemical is made an integral part of packaging materials, in the form of coated papers, paper laminates and paperboard, makes its adoption easy and provides great versatility for packaging a wide variety of steel articles.

One type of packaging procedure merely involves wrapping the steel article in the coated paper. If only a single-layer wrap were desired and the wrapped article was not to be placed in a carton or box, a barrier coating or laminant would be required on the paper to hinder the escape of the inhibitor and thus provide long-term protection. One of the least costly VPI papers incorporating a barrier is VPI-coated kraft, which is coated with wax on the other side. Another product is kraft-asphalt-kraft coated with VPI on one side. More costly but more enduring protection is obtainable with metal foil-paper laminates coated with VPI. Of course, a dual wrap is possible, the inner wrap consisting of VPI kraft paper and the outer wrap of waxed paper or kraft-asphalt-kraft or foil-paper laminate.

Under severe conditions of temperature and humidity, protection would be expected for about one month with a 30-lb. kraft VPI paper as the sole wrap, whereas an overwrap of plain 60-lb. kraft would extend protection to at least six months; a waxed kraft overwrap to at least four years and an overwrap of foil-paper laminate to more than five years. For the more usual case in which protection would be needed for only one to two years, closure of the package requires no special precautions. Simple fold closures secured by string or gummed tape are adequate provided no gaping openings are left. To secure optimum duration of protection from foil barrier wraps, somewhat more careful attention to tight closure would be needed, but it is doubtful that hermetic sealing would be required.

An article wrapped in VPI paper may of course be packaged in a box or carton which then serves as a

barrier preventing rapid loss of the inhibitor. Protection for approximately two years normally may be expected.

In many instances of paperboard or corrugated carton packaging, the inner wrap with VPI paper may be eliminated. Instead, a pre-formed loose case liner of VPI paper may be used or, even simpler, the box stock may be supplied with VPI paper laminated to the interior surfaces. The important advantage of such a box is that it eliminates the operation of wrapping with paper. When many items are packaged in a single box, it may be more advantageous to use separators of VPI paper or paperboard instead of individual wraps around each item.

One of the simplest procedures involves the use of an envelope or paper bag prefabricated from VPI paper. The article simply is placed in the envelope (the VPI coating being on the inside surface of the envelope) and the flap is then turned down and held by metal clips or staples, by adhesive, or by other conveniently appropriate device. Hermetic sealing is not required, nor is it essential that the envelope be non-porous.

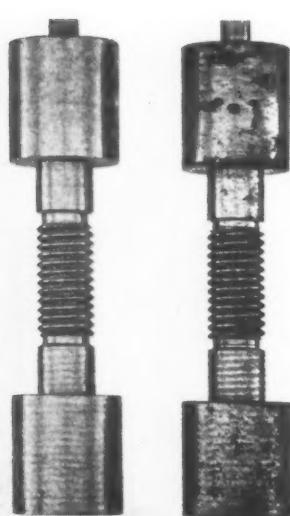
On reaching the consumer the article merely is removed from the protective envelope and put to use without necessity for degreasing or solvent washing to remove temporary protective compounds. Thus this procedure has great advantages for packaging small articles and replacement parts.

A variant of the envelope packaging is the pre-formed VPI paper sheath, tailored to fit the shape of an article or a corrosion-vulnerable part of it. Examples would be VPI paper sheaths for wood-cutting saws, for steel knives, files and chisels, razor blades, etc. These would provide the purchaser with means for keeping the article protected while not in use, an attractive selling feature.

In using VPI packaging it must be remembered that when an article is removed from its package, it is no longer being protected. It must be returned to the package or wrap if continued protection is required.

VPI is intended primarily for protective packaging of the following general types of articles: Those made of bare steel or aluminum or containing bare components of these metals, and coated steel articles which require supplementary protection to prevent rusting at points of imperfection in the coating. Examples of the latter would be steel items that had been chrome plated, tin plated, oil coated or lacquer coated.

The foregoing brief discussion shows that VPI is a highly versatile and adaptable method of protective packaging. However, by no means is it a panacea for all corrosion ills in packaging. To get results, the VPI must be used properly. One should not expect that a tiny piece of VPI paper dropped into a corner of each package would suffice. In general, the major guiding principles for effective use of VPI are that the coating should be relatively close to the metal surfaces to be protected and that air which may enter the finished package should be compelled to pass through or over the VPI coating before reaching the steel surfaces.



AFTER 2 YEARS unsheltered outdoors in industrial-marine atmosphere. These two machined SAE 1020 steel bars had been identically cleaned, wrapped in paper and overwrapped with 60-60-60 kraft-asphalt-kraft, except that in one case inner paper wrap was treated with VPI.

WITH VPI WITHOUT VPI

VINYL-NITRILE BLENDS

**Plastic that made the oleomargarine squeeze-pouch famous
has properties that promise a big future in other fields
of food packaging.** By G. E. FIELD*

The development of polyvinyl chloride-nitrile rubber blends covers the span of more than a decade. Within that span, these blends have progressed from a laboratory curiosity to a position of importance in the plastics and packaging industries. Commercial applications are rapidly increasing in number as industry becomes better acquainted with the combination of properties that are obtained.

The basic properties of these blends make them valuable for many applications. The most important properties are:

1. Greaseproofness
2. Non-toxicity
3. Non-migratory, non-extractable plasticization
4. Good low-temperature flexibility
5. Good aging
6. Excellent heat stability
7. Excellent processibility
8. Extensibility with recovery

The early work was done with mill-mixed blends of polyvinyl chloride and nitrile rubber. (Nitrile is the term used to describe a type of American-made rubber produced by the copolymerization of acrylonitrile and butadiene.) In the mill-mixing operation, polyvinyl chloride and nitrile rubber are physically blended on a hot plastic or rubber mill. The newest development is Geon polyblend 500 X 503, a colloidal blend of 55 parts Geon polyvinyl chloride and 45 parts Hycar nitrile rubber. This colloidal blending gives a pre-plasticized vinyl mixture which has excellent stability against accumulated heat history, which is one of the inherent disadvantages of the hot mill-mixed blends. It extrudes and calenders smoothly even in the unloaded state and will sheet on a single pass through a mill. Mill-mixed blends are limited, since they tend to scorch and give rough extrusions. Excessive compounding time is required if an ester-type plasticizer is not used. The incorporation of an ester-type plasticizer would, of course, defeat the purpose of these blends, particularly in the packaging field. Since films and coatings made from the vinyl-nitrile blends were promising and appeared to have wide applications, the need existed for a water-dispersed system that would eliminate the use of solvents and the hazards connected with their use. As a result, the recently announced polyblend latex 550 X 20 was developed. Preliminary indications show a

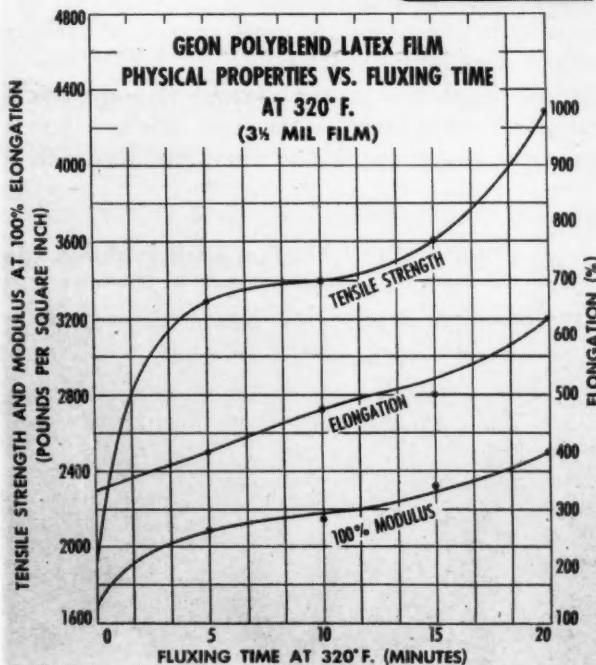
number of excellent applications, since the latex has good film-forming properties, is easily applied as a coating to paper or boxboard and has all the good physical properties of 500 X 503, the solid form.

Since the first notable use in the famous squeeze-color pouch for oleomargarine† in 1946, interest in the use of vinyl-nitrile blends as food packaging materials has been increasing at a rapid pace during the past few months. Their non-toxicity, greaseproofness and utilization of the nitrile rubber as a non-extractable plasticizer make them ideally suited for this application. However, demand from the margarine industry is so tremendous that it has taken almost the entire available supply of film.

Before the development of Geon polyblends, it was possible to produce a vinyl-nitrile film by the solvent-casting process only. Coating applications were similarly limited. However, good processing stability and easy processing properties of Geon polyblend 500 X 503 now make it feasible to produce a film by dry extrusion. It is also possible to cast films from Geon polyblend latex 550 X 20. Used as a coating material, 550 X 20

† See "Margarine Squeeze," MODERN PACKAGING, April, 1948, p. 120.

CHART 1



* Technical Service Engineer, B. F. Goodrich Chemical Co., Cleveland, Ohio.

gives excellent greaseproofness with only a 0.3-mil coating on paper or boxboard. The excellent packaging properties of 3-mil films produced from Geon polyblend 500 X 503 or from the polyblend latex are demonstrated by the following data:

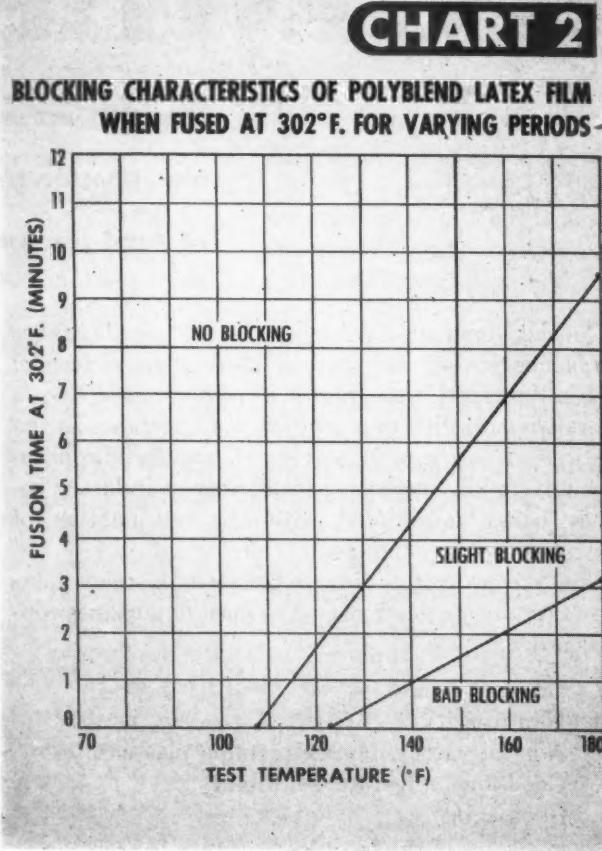
	<i>—3-mil film produced from—</i>	
	<i>500 X 503</i>	<i>550 X 20</i>
Tensile, p.s.i.	4,000	3,500
Elongation, %	600	600
100% modulus, p.s.i.	2,500	2,000
Color	Water white	Water white
Clarity	Good	Good
Toxicity	Non-toxic	Non-toxic
Heat stability	Good	Good
Aging properties	Good	Good
Heat seals at	250° F.	250° F.
Low-temperature properties	Flexible at - 50° F.	Flexible at - 50° F.

The excellent resistance of these films to fats and oils is illustrated in the following table:

	<i>Before immersion</i>		<i>After 60-day immersion</i>	
	<i>Tensile, p.s.i.</i>	<i>Elongation, %</i>	<i>Tensile, p.s.i.</i>	<i>Elongation, %</i>
Oleomargarine	3,500	600	3,500	600
Lard	3,500	600	3,000	600
Mineral oil	3,500	600	3,000	600

In order to obtain penetration data, only one side of the above film was exposed. At the end of 60 days there was no sign of oil penetration. Although no swell was observed on the film that had been immersed in oleomargarine, approximately 10 to 12% swelling was observed when it was immersed for 60 days in lard and mineral oil. A 10% adjustment on the tensiles for films immersed in lard and mineral oil brings them within experimental error of the initial tensile figures. This indicates that the actual tensile of the 3-mil film was affected only slightly by the small amount of swelling that took place during immersion.

An additional check on the oil-resistant properties of Geon polyblend is given in the table below. Here a comparison was made at the same hardness with a



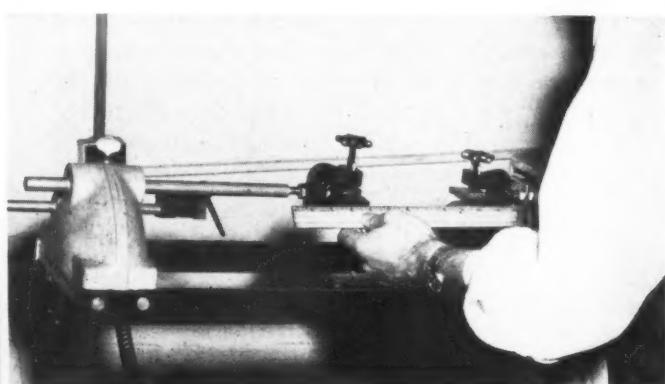
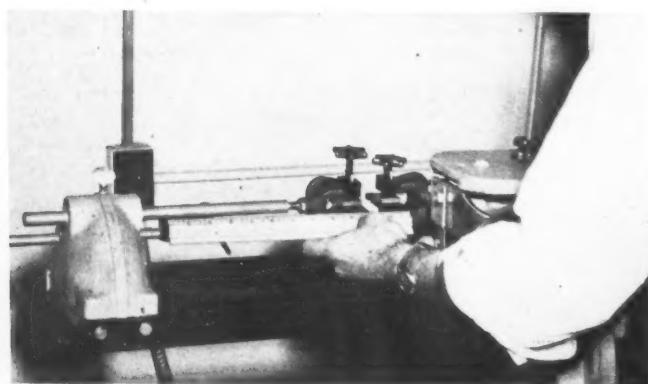
D.O.P. plasticized Geon-101 resin after immersion in #2 ASTM oil for 70 hrs. at 212 deg. F. This study was made on 80-mil tensile sheets.

CHANGES IN PHYSICAL PROPERTIES AFTER IMMERSION IN #2 ASTM OIL

	<i>Geon polyblend</i>	<i>Geon plastic</i>
Volume change, %	+ 3	- 12
Tensile, %	+10	0
Elongation, %	0	-30
100% modulus, %	+10	+40

Here again the polyblend shows only a slight swell compared to an appreciable (*Continued on page 190*)

ELONGATION TEST of 2-mil polyblend (vinyl-nitrile) film on a Scott 1P-4 serigraph. Photograph at left shows a 1-in. sample at start of the test; at right, the same sample after 500% elongation without rupture.



What will yours be?

Any sundae becomes something special when *Sea Breeze nuts and fruits are used at the fountain. In a way, it's too bad that these products aren't served right out of these attractive jars. They have worlds of taste appeal . . . and eye appeal, too. Take a look at those closures, for instance. They're Crown Screw Caps, colorfully lithographed to match the labels . . . a mighty attractive package.



*Products of the Service Fruit Flavor Manufacturing Co., Paterson, N. J.

At the Canners' Convention
in Atlantic City, Crown will be at
Booth E-23, Convention Hall, January 16-21.

In addition to the fact that they are exceptionally well made, Crown Screw Caps have features that the consumer can't see . . . things like the patented Deep Hook Thread that gives extra sealing pressure, and special liners that safeguard product quality and flavor.

Packers who use Crown Closures know that these features make a real difference and that they can count on them for complete sealing satisfaction. Crown Cork & Seal Company, Baltimore 3, Maryland. *World's Largest Makers of Metal Closures.*

CROWN CLOSURES
Approved by Millions of Housewives

Questions and Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Paperboard resistant to snow ice

QUESTION: We would like to know what type of paperboard to use for our newly developed bag header and carrier and where to obtain it. We have tried this unit for the packaging of certain vegetables where snow ice is put in the car. Under these conditions ordinary boards soften and even fall apart.

ANSWER: There are two possible types of paperboard that would meet these shipping conditions and retain their strength and appearance. First is the so-called "wet-strength" boards which are made by adding certain resins to the pulp. These boards are not waterproof or water repellent, but will maintain much of their strength when soaked in water.

Another possible treatment would be to dry wax your present board, being sure to drive the wax well into the board structure. This might help by retarding the penetration of water and thus delay softening.

However, the best solution may be to use a wet-strength board and to dry wax or otherwise waterproof the surface. This combined treatment will produce a board which should remain useful even after prolonged exposure to liquid water and high humidities.

You can obtain samples of these types of board by contacting any of the mills making paperboards for folding cartons or set-up boxes.

Protective laminating materials

QUESTION: We are very much interested in materials for laminating papers to make them water-vaporproof, waterproof and greaseproof and also heat sealing. Can you tell us what kind of laminating material to use?

ANSWER: Your question must be separated in several parts. First, laminating agents for papers can give water-vaporproofness and water resistance, but do not usually give greaseproofness or heat-sealing properties. There is, however, a process in limited use which employs the laminant also to make a heat seal. Greaseproofness can be obtained by the choice of one or both of the papers, whether glassine or parchment, or by various kinds of coatings. Certain of these coatings can also give good heat sealing.

The simplest structure that would give you all of these functions would be a glassine laminated with a

waxy or resinous agent and with one or both surfaces coated with a heat-sealing waterproof lacquer.

Packaging a dense, free-flowing product

QUESTION: Our product is a special cement refractory mixture which is very dense and free flowing. We would like to market it in a fibre-walled package with metal ends and a forced-in plug. However, we have had many losses in our trial shipments. The failures are caused by the metal ends being forced off and by the lids coming out. Can you suggest a possible answer to our problem?

ANSWER: A free-flowing product of high density acts like a liquid and the hydraulic action resulting from dropping the package or shipping case can be very powerful and destructive. Also, the weight involved requires special consideration in design and construction of both the package and the shipping case.

A composite can (fibre body with metal ends) satisfactory for your product can be made with a multi-ply wall, deep-drawn ends of heavy metal, proper seaming of the ends to the body and an effective closure. However, you should try several combinations in an effort to find an effective container at the lowest cost.

Your past failures probably were on round packages. You should try square or rectangular composite cans of similar construction. The round-bodied cans have a line contact with the adjoining can and when the chimes slip by there is a very heavy force concentrated on one spot of the fibre wall. The use of dividers in the shipping case helps, as does a reduction in the number of cans packed in the case.

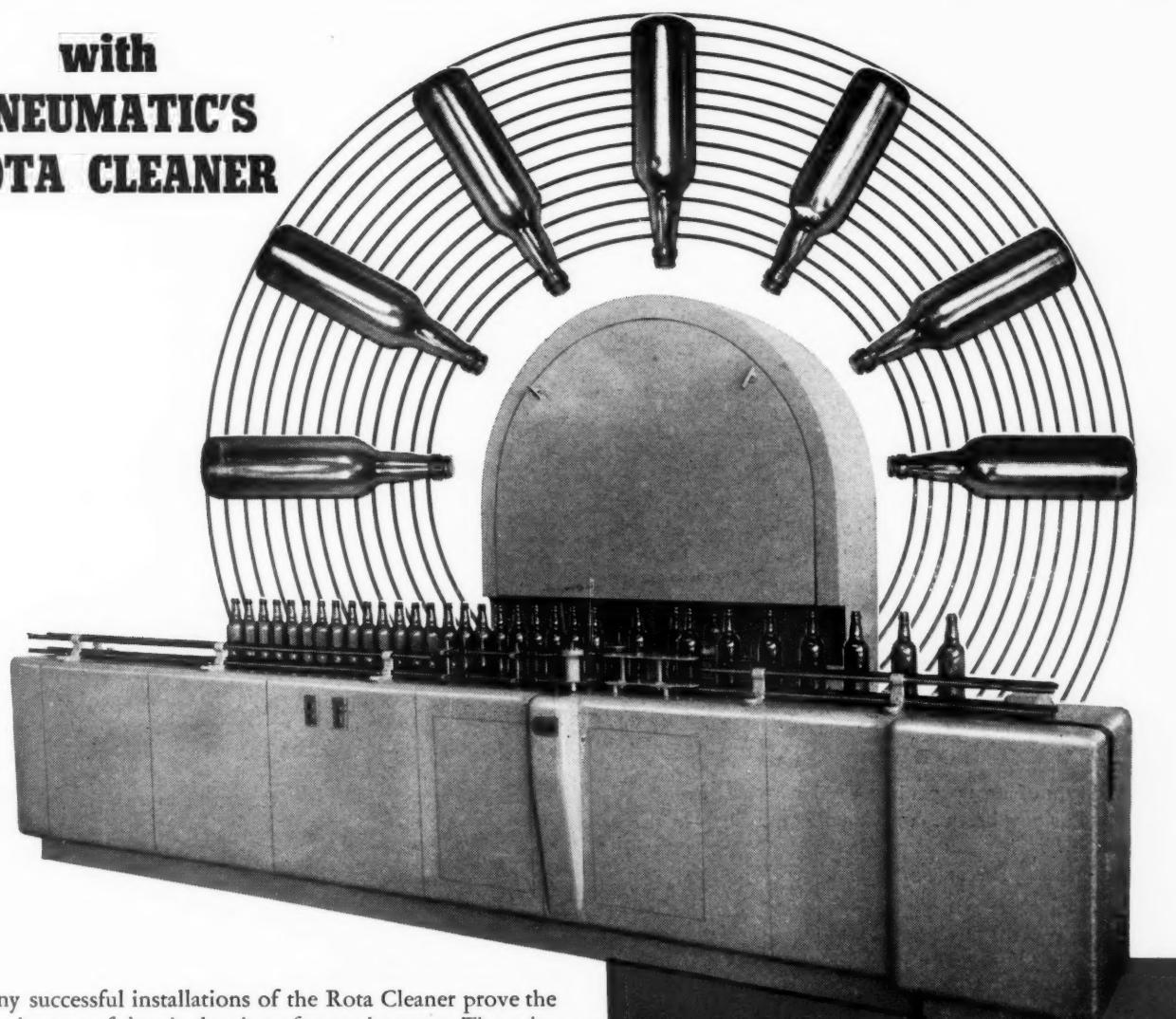
The friction plug can be kept in position by two or three spots of solder or by spot welding if all other means fail. However, a deep friction ring of the proper weight of metal, with a well-seated plug of proper size, should resist being forced out by hydraulic action.

If you purchase the cans with their bottoms off and seam the bottoms on after filling, it is possible to obtain plugs which have been machine seated by the manufacturer to a degree not possible in your plant.

Also, a stiff piece of fibreboard of the maximum possible area can be forced into the can before seating the plug (if this operation is performed in your plant) to help in preventing the plug from being forced out.

AIR CLEAN *and* SAVE

with
**PNEUMATIC'S
ROTA CLEANER**

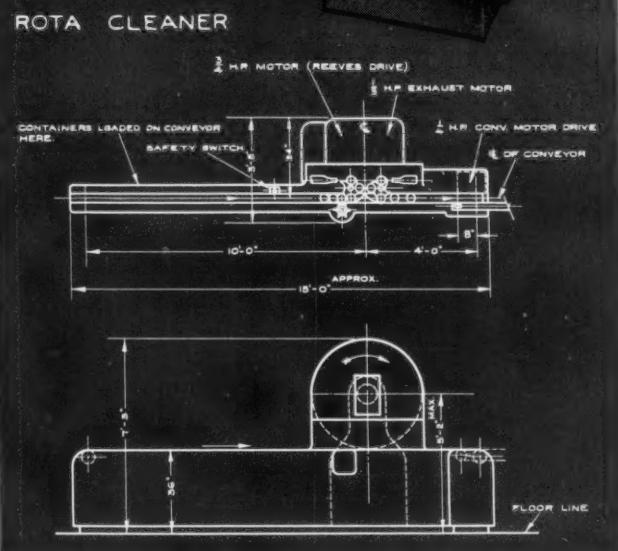


Many successful installations of the Rota Cleaner prove the effectiveness of dry air cleaning of new glassware. The principle of individual handling of the container, rotating to an inverted position and subjecting the interior to a blast of clean dry air, removes all dust and other foreign matter.

Containers are automatically fed through a unique control system that eliminates "shocking" of incoming glass, thereby reducing possible breakage to an absolute minimum. One enthusiastic user (14 machines) boasts "haven't broken a bottle yet!"

Pneumatic's Rota Cleaner will handle regular finish, A. G. S. T. finish and wide mouth ware. Send for Bulletin S-112 which describes this smooth running unit in detail.

PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Avenue, North Quincy 71, Massachusetts. Branch Offices in New York, New York; San Francisco, California; Chicago, Illinois; Los Angeles, California; Seattle, Washington.



PNEUMATIC

PACKAGING AND BOTTLING MACHINERY

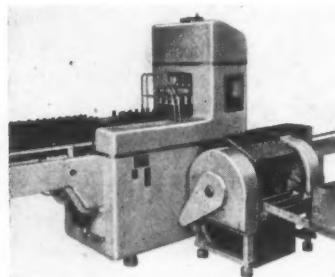
Over ninety different machines for the packaging of dry, free-flowing products and the cleaning, filling, capping and labeling of containers for liquids and semi-liquids



Equipment and Materials

CASE UNPACKER AND DUMPER

Users of glass bottles will be interested in the new automatic case unpacker and dumper developed by Edward Ermold Co., New York. This machine removes standard containers from



cartons, deep or shallow cases or trays. It also takes filled or partially filled cases and discharges the containers onto a continuous conveyor in multiple rows and discharges empty cases from either the right or left side, depending upon requirements. After initial settings are made, the ma-

chine automatically refuses odd sized or badly damaged cases, also cases containing over-length bottles, and leaves broken bottles in the case for discard. It will accept partially filled cases and its grippers have sufficient range to assure pick-up of tilted or misaligned bottles. Speed is variable within a range of 4 to 15 cycles per minute. Output equals the number of containers times the cyclic rate.

MACHINE-MADE JUMBO BAGS

An improved type of large paper bag, similar to those formerly made by hand, is now being manufactured on a new machine just completed by Sherman Paper Products Corp., Newton Upper Falls, Mass. The machine makes flat-type bags with sealed bottoms and ends, by a high speed continuous process, effecting substantial savings in costs. The chief revolutionary feature of the machine is its accordion-pleating operation which produces bags up to 60 in. high and up to 24 ft. in circumference and delivers them in folded form, 6 in. wide.

SHEET-VARNISHING MACHINE

John Waldron Corp., New Brunswick, N. J., is offering a new Aut-O-Lac sheet-varnishing machine to lithographers and printers. It is said to provide three times as much capacity as the older type machines—as much as 4,500 sheets per hr.—with corresponding savings in time, labor, space and spoilage.

NON-STICK FOR HEAT SEALERS

Slick Products, East Pasadena, Calif., has developed an inexpensive pad which imparts a non-stick coating to heat-sealing irons, said to speed up wrapping operations and increase the life of the iron. An occasional rub of the iron across this new chemically treated "Slick" pad gives it a surface which keeps the coatings on such films as cellophane, Pliofilm and thermoplastic labels away from the iron, it is said.



EXPENDABLE PALLETS

Addison-Semmes Corp., Racine, Wis., has completed licensing agreements with the Hoerner Corp., Keokuk, Iowa, for the non-exclusive manufacture and sale of their expendable pallet. Also licensed to make and sell these pallets in their respective territories are the Ohio Boxboard Co., Rittman, Ohio, and the International Paper Co., Container Div., New York, with manufacturing plants at Whippny, N. J., and Chicago.

TABLET COUNTING AND FILLING MACHINE

Specifically engineered to serve the needs of the drug and pharmaceutical industry is the new tablet bottling machine

built by Hughes Industries, Ltd., Plainfield, N. J. This "Daniel's Receptacle Filler," designed to accommodate 25 bottles, will count and fill as many as 50 tablets in 25 bottles simultaneously, or 200 bottles per minute up to 50 tablets per bottle. For counts over 100 tablets per bottle, special funnels integrated in the machine are used so that five bottles can be filled at one time. The versatility of the machine is further demonstrated by its han-

dling of tablets in thicknesses from $\frac{1}{8}$ to $\frac{5}{16}$ in. and diameters of $\frac{1}{4}$ to $\frac{11}{16}$ in.; uncoated flat, oval and round tablets as well as coated pills in spherical form.

NET WEIGHIER FOR FRAGILE PRODUCTS

Triangle Package Machinery Co., Chicago, is now equipping its proven Elec-Tri-Pak net weighing machine with a rear belt feed supply hopper, for the packaging of fragile, brittle and difficult to handle products requiring extremely accurate weighings. This Model A2-C, with rear belt feed supply hopper, gently feeds and conditions material to the inclined conveyor belts which draw the material upward onto the high speed vibratory feed trays.

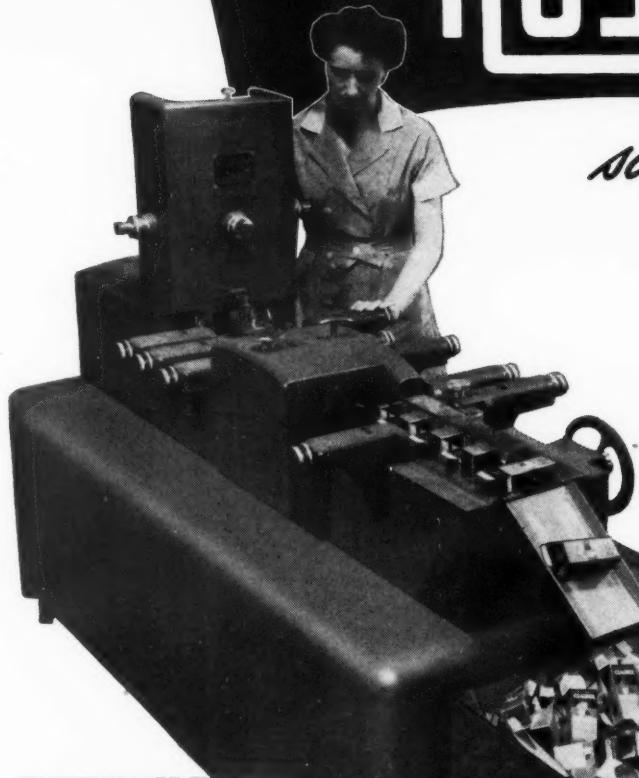
TO MANUFACTURE PALLET LOADER

Lamson Corp., Syracuse, N. Y., announces it has now taken over exclusive rights for the manufacture of the automatic pallet loader developed by Production Aids, Inc., Los Angeles, (see MODERN PACKAGING, May, 1947, p. 164 and July, 1948, p. 174), in addition to the sales and service rights acquired earlier this year.

DECAL FOR PLASTICS

A decalcomania for specialized applications on plastic surfaces, sheetings and baked synthetic enamels is available from

ROSS CARTONING MACHINE



saves time and money

**AT CLAIROL INC.
STAMFORD, CONN.**

Clairel, Inc., manufacturers of preparations for the beautification of hair through color, makes good use of a Ross semi-automatic machine in their packaging department. A company spokesman writes, ". . . the machine is used to open and tuck seal six of our different individual cartons. We can truthfully say that its performance has been all that we expected. A great amount of time is saved through its use, and these days, time saving means money saving. We would not hesitate to recommend it to anyone else."

Let us send you up-to-the-minute literature describing modern Ross cartoning machines. Use the convenient coupon, no obligation involved.

This Ross semi-automatic machine pictured in the Clairel plant will set up and tuck seal a wide range of carton sizes ready for hand filling. Fully automatic Ross machines that first load and then seal both ends of a carton are also available.



A change from one size carton to another is made by simply resetting the position of dial controlled compounds that are permanently mounted on the machine bed.



This familiar Clairel carton can be seen in beauty salons and on the shelves of drug, department and chain stores the world over.

FREE
CATALOG



B548

A. H. Ross Company, Inc.
Subsidiary of Rockwell Manufacturing Co.
Box 998, Dayton 1, Ohio

Gentlemen:

Please send me a copy of your latest bulletin describing Ross automatic and semi-automatic cartoning machines.

COMPANY.....

STREET.....

CITY..... ZONE..... STATE.....

YOUR NAME..... POSITION.....

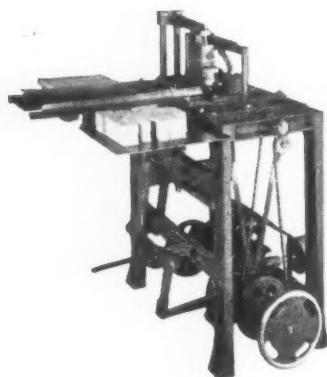
BE WISE in 1949

Package With Peters and Profit

Progressive, cost conscious companies are switching to Peters packaging machinery and profiting through increased production and lower costs.

Whether you package butter, lard, crackers, biscuits or even tacks, it will pay you to investigate these easy-to-operate economical packaging machines.

Send us samples of the cartons you are now using and we will gladly make recommendations to suit your requirements.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto a conveyor where they are carried to be filled. Machine can be made adjustable to set up several size cartons.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. After cartons are filled, they enter machine on conveyor and are automatically closed. Can also be made adjustable to close several different size cartons.

PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY

4700 RAVENSWOOD AVE., CHICAGO 40, ILL.

Equipment and Materials

(Continued)

the Christman Engraving Co., Battle Creek, Mich. The unusual property of this plastic decal is reported to be that of cumulative adhesion—setting up an ample bond within a few hours after application, then improving with time until it is welded, for all practical purposes, to the surface.

TAMPERPROOF DRUM CLOSURE

McDowell Mfg. Co., Pittsburgh, claims the development of a completely leakproof and tamperproof drum closure. Although scored across for easy removal, the seal must be absolutely destroyed before the plug can be removed and access gained to the drum. The synthetic gasket on the flange can be used repeatedly with or without a seal. The dies



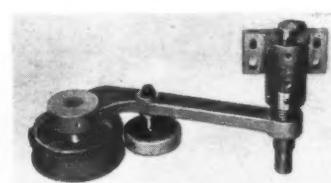
pressure and form a permanently leakproof joint, it is said. The seal, which may be lithographed with the user's design, is applied with the company's patented light-weight, easy-sealing tool.

TWO-COLOR PRINTER

Identification data may be printed in two colors simultaneously on large corrugated or solid fibre sheets with the Master Marker Model C-1260 developed by The Pannier Corp., Pittsburgh. The machine, originally developed to mark color identification on multiple tinplate bundle containers, is foot controlled and pneumatically driven. Its printing mechanism has a lever self-inking motion. Sheets are positioned for marking by two sets of easily adjusted registering stops and guides—one set for center impression, the other for side impressions. Quick-change rubber dies are used.

MARKING UNIT FOR CONVEYOR LINES

Wm. A. Force & Co., Brooklyn, has developed a unit which can easily be adapted to most existing conveyor lines for dating, coding or marking. The standard wheel is 5 in. in



diameter, with an over-all width of 2 in. providing a printing capacity of 1 in. in width. The unit is made of aluminum castings to reduce weight and may be used in either horizontal or vertical position.

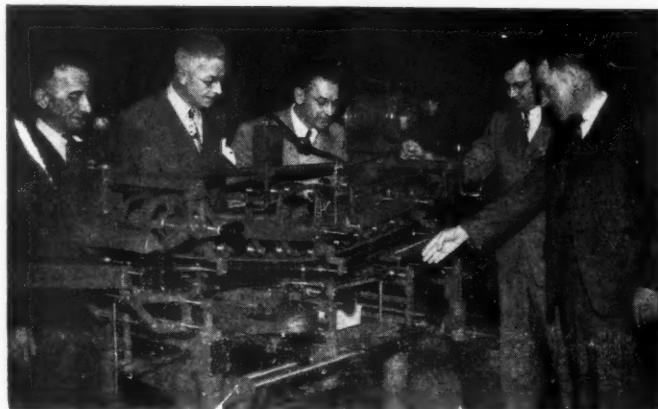
Printing wheel has two rubber friction bands under adjustable spring tension for proper driving friction. It is furnished either as a continuous marking roll, or with a spring return so that it returns to a specific printing position after each impression.

ANILINE-ANILOX PRESS

Champlain Co., Inc., Bloomfield, N. J., has introduced a new aniline-anilox press for carton making and package printing, designed to deliver any of three ways. The web can be rewound, sheeted and jog piled, or carton blanked to a slow moving belt. With the company's fabrication units working in line, egg, butter, ice cream and other cartons can be printed, punched, scored and stripped all in the same

Labeling

**ALL Paint and Oil Cans . . .
1/4-Pints To Gallons . . . in One
CRCO-New Way Machine**



The most versatile Labeling Machine available for paints, oils and chemicals. Applies wrap-around or spot labels at high speed—firmly, evenly and neatly. Easy to change to any size of label or container desired—no special parts or tools necessary. Can also handle cans with bail-ears, jugs with handles or long-neck bottles. Precision built throughout—an economical lifetime investment.

Send for new Bulletin, illustrating CRCO-New Way Labelers and Casers for the paint, oil and chemical industry.



Chisholm-Ryder
COMPANY OF PENNSYLVANIA
HANOVER, PENNSYLVANIA

503

Do your labels stay glossy?



If they suffer
in shipment from
abrasion, scuffing or
dirt—here's your solution . . .

P Y R O X C O T E

A finish for labels applied from solution to sheets or webs

If you want abrasion-resistant labels, let us send
you a list of label printers who apply Pyroxote.
If you make labels, you can apply it, or we'll
supply a list of custom finishers who do.

WICHITA, KS.

PYROXYLIN PRODUCTS, INC., CHICAGO 32, ILL.

PAOLI, PA.

BARRIER MATERIALS

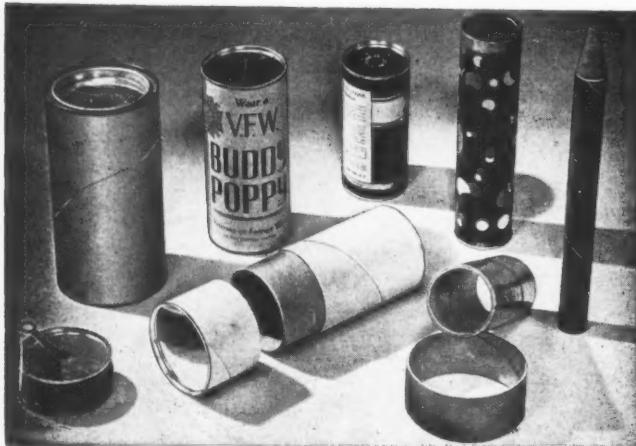
- Moisture-vaporproof
- Greaseproof

We manufacture laminated sheets conforming to government specifications

AN-B-20
JAN-P-131
JAN-B-121

Information and samples supplied promptly upon request

THE FLOYD A. HOLES COMPANY
BEDFORD, OHIO



ROUND TUBES AND PACKAGES Available Now!

PACKARD offers spiral-wound round tubes and containers in all conceivable lengths and diameters—drum-shape, long, thin, flat. Sturdy and light-weight, PACKARD containers are perfect for any dry commodity—foods, drugs, chemicals, cosmetics, toys, novelties, insecticides, electrical products, shipping, textiles.

And these low-cost containers are available immediately! Whether you choose metal-end or paper-cap, plain or labelled—watch your product go in a PACKARD package.

PACKARD CONTAINER CORP.

5811 Park Avenue

West New York, New Jersey

Phone Union 5-5818
New York City Telephone La 4-2348

Equipment and Materials

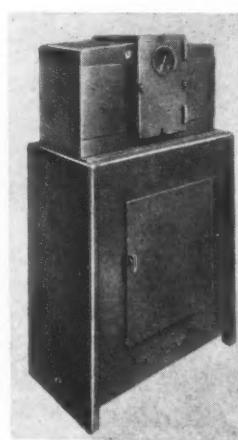
(Continued)

operation. Printing can be done at speeds up to 600 ft. per min. on glassine, paper and cellophane. The web, at waist level, affords a constant view of the work and, being of the straight-through type, is said to be ideal for printing board and heavy stocks. The web may be printed over the full minimum-maximum range of the press size without use of change gears.

ELECTRONIC VACUUM CHAMBER

An electronic vacuum chamber for laboratory use in making experimental vacuum-packed packages of thermoplastic film has been announced by the Electronic Products Corp., Chicago.

It consists of a chamber with sealing bars 9 in. long and a 500-watt (output rating) radio frequency generator, air cylinder and air and electric controls. The chamber, said to be the only equipment of its kind now on the market in which high frequency sealing is done in a partial vacuum, is mounted on a sheet metal cabinet which contains the power supply and control elements. The company also announces a high frequency bar sealing machine for sealing thermoplastic film as thin as one mil.



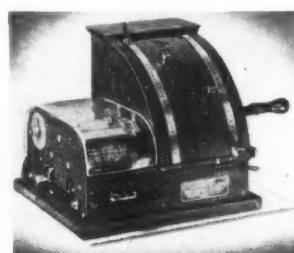
AUTOMATIC CARTON MARKER

For addressing, coding, dating and imprinting variable product information on cartons and cases, the No. 1 RC Auto-print Conveyor carton marker of the Industrial Marking Equipment Co., New York, is said to yield substantial savings in time and labor over the "in-plant" marking method. The marker may be mounted on a conveyor, wrapping or sealing machine by means of the brackets which are supplied. As the carton moves past the marker, the imprint is applied by means of rubber dies that are hooked to a rotating drum and/or by means of insertable type. Inking is done through felt rollers.

TAG ADDRESSING MACHINE

Specially designed for users of tags for multiple shipments, product identification, etc., the Weber Addressing Machine Co., Mt. Prospect, Ill., is offering its Model B which will automatically set type for an address and print 100 tags per minute.

Additional tags, it is stated, are printed at the rate of approximately 200 per minute by crank operation. Tags are fed from a roll at the back of the machine and each turn of the handle prints a two-line address. Four lines are possible by passing a second time. The machine can be pre-set to deliver any specific number of tags and then stop. A lever on the machine front selects letters of the alphabet on two sets of





*Therm-a-Jug cap, life-size—volume-produced at low cost
by Owens-Illinois, big makers of small plastics!*

HOW BIG IS A "SMALL" PLASTIC?



*Small Plastics in Big Volume

It can be as small as a tire valve cap or as big as the life-size Therm-a-Jug cap shown above. Within this range Owens-Illinois manufacturing facilities are outstanding. We are specialists in *small* plastics needed in *large* volume at *low* cost.

The tremendous resources available at Owens-Illinois have produced billions of small plastics for hundreds of industrial and home uses.

This experience and technical skill are ready to go to work on your plastics needs now. Call us for prompt service!

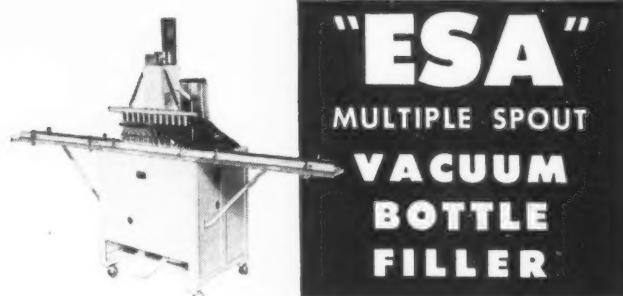
PLASTICS DIVISION
OWENS-ILLINOIS GLASS COMPANY
TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

MANUFACTURERS OF

- FOLDING CARTONS •**
- WINDOW & COUNTER DISPLAYS •**
- DIE CUT SET-UP BOX BLANKS •**
- PAPER CARRIERS •**
- 2 PC. FLATS FOR STITCHED OR METAL EDGE CARTONS •**
- DIE CUT INSERTS FOR TANGIBLE MERCHANDISE •**
- SUIT & MILLINERY CARTONS •**
- BAKERY CARTONS •**
- PARCEL POST SHIPPERS •**
- PARTITIONS OF ALL TYPES**

WESTERN CARTON COMPANY
KING HIGHWAY
KALAMAZOO, MICHIGAN

CREATORS - DESIGNERS OF DISTINCTIVE PACKAGING AND SPECIALTIES
CHICAGO SALES OFFICE - 737 NORTH MICHIGAN AVE. - PHONE SUPERIOR 3038-3039



EASILY ADJUSTED NO DRIP SPOUTS
Allows operator use of both hands
TOTALLY ENCLOSED MOTOR UNITS

The Ertel ESA, in the low price field, is especially designed for filling small bottles—speed 50 to 80 per minute. Constructed from cast sections for sturdiness and durability, the ESA can be an integral part of any modern production line.

WRITE FOR CATALOG-15, TODAY!



Equipment and Materials (Continued)

character wheels and then these are printed through a ribbon. Savings up to 90% are reported over the hand-written or typing method of tag marking, according to the makers.

HAND LABELER

For hand application of gummed labels on flat or semi-round bottles, the Mandel Products Co., Newark, N.J., is offering a small portable unit designed to handle upwards of 30 labels per minute, in sizes from $\frac{1}{2}$ oz. to 1 qt. After the first bottle is placed into the guides, the left hand ejects it while the right hand moistens another.



From this position, the right hand places the moistened bottle into the guides for labeling while the left hand presses the label firmly against a pad.

NEW JUICE, WINE AND SYRUP CAP

Packers of juices of all types, vinegar, syrups and wines which are hot packed with or without pasteurization will be interested in the new Anchorvac 27N cap being offered by Anchor



Hocking Glass Corp., Lancaster, Ohio. Available in 27 mm. size, it features high blow-off performance, an important advantage with juice packages requiring or benefiting by a vacuum seal. It can be applied in straight-line operation by the Anchor Steri-

seal steam vacuum capping machine at speeds ranging from 75 to 200 per minute. The makers claim it forms a friction seal.

CAN MAKER EFFECTS SIFTPROOF SEAMS

Latest addition to the line of can making machinery of the Lima-Hamilton Corp., New York, is a fully automatic body-maker for dry-package work or talcum-type cans that must be siftproof. Equipped with a beading attachment, the unit known as the 101 Bodymaker is said to be the only fully automatic unit of its kind available on the open market.

WIRE STITCHER

A wire stitching machine featuring an automatically actuated post which is said to eliminate operator fatigue and effect increased production is being offered by the N. A. Young Co., Racine, Wis. The new machine merely requires toe action to move the stitching post into position. No more pressure is required than can be exerted between the forefinger and the thumb to make contact of the switch which energizes the solenoid. When the solenoid moves the post into position, it is held in a locked position.

CORRECTION: An item on p. 172 of the September issue erroneously described the Acme Pattern & Machine Co.'s Model 500 bag-making, filling and sealing machine for free-flowing products as producing a satchel-bottom bag. The machine forms square-bottom bags. We regret the error.



*for special-purpose
Containers....*

LOOK TO LUSTEROID

Lusteroid vials and tubes have unusual qualities which make them ideal for special packaging requirements.

Fabricated from feather-light plastic, Lusteroid containers are strong, rigid, unbreakable—perfect for packaging heavy solid objects to keep from damaging each other, as well as protecting the most fragile products. These qualities eliminate the expense of protective partitioning and packing for shipment.

Lusteroid can be fabricated in a variety of shapes, sizes and colors to meet the need for special-purpose containers. Puffers, squirters, conical tubes, very thin walls, elliptical and other cross sections can be developed for individual requirements.

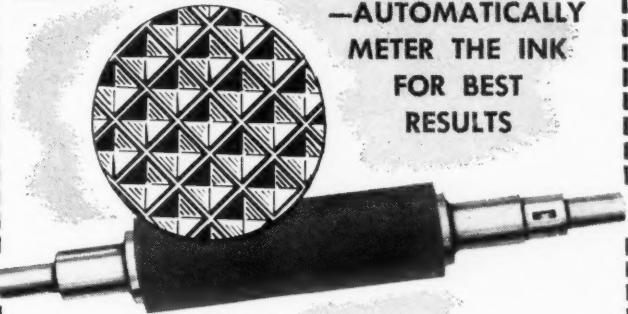
It will pay you to submit your special packaging problems to Lusteroid. Write for details or send specifications for quotation.

LUSTEROID CONTAINER COMPANY, INC.

10 Parker Avenue, West
Maplewood, New Jersey

EVENFLO ANILINE PRINTING ROLLS

—AUTOMATICALLY
METER THE INK
FOR BEST
RESULTS



EVENFLO eliminates ink waste, poor quality runs and rejects due to improper inking...saves money on every job.

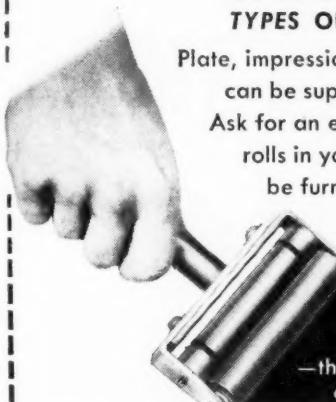
The new Evenflo engraved ink-metering rolls make tedious, time consuming adjustments unnecessary. Ink is fed in the exact quantity necessary for fine presswork, continuously and automatically. No ink is wasted, no press time lost, less printing stock is spoiled due to irregular inking. Evenflo is the one sure way to better printing and reduced costs.



PRESS BUILDERS—Improve your aniline presses by installing Evenflo metering rolls as original equipment. Prices will be sent on receipt of your blueprints or sketches.

QUICK DELIVERY ON ALL TYPES OF ANILINE ROLLS

Plate, impression or special aniline rolls can be supplied promptly on order. Ask for an estimate on any or all the rolls in your press. Quotations will be furnished without obligating you in any way.



EVENFLO

HAND PROOFER

—the handy way to test
color and coverage

No need to set up a machine for testing ink. Quick as a wink, Evenflo Hand Proofer produces an exact sample. Keep these time and money savers on hand in your plant. Interchangeable Evenflo rollers make it possible to test with a roll that matches the one in your press or test for presses equipped with other than Evenflo rollers.

EVENFLO PRODUCT OF
PAPER MACHINERY and RESEARCH, Inc.
1014 OAK STREET, ROSELLE, NEW JERSEY

Builders and designers of paper converting machinery, aniline printing equipment, tension devices and custom mechanical specialties.



Plants and People

Norman F. McKean, formerly executive secretary of the Point of Purchase Advertising Institute, has joined the planning board of **Kay, Inc.**, New York, creators and producers of point of sale material.



N. F. McKean J. K. Gould

J. Kingsley Gould has been appointed Mr. McKean's successor at P.O.P.A.I. Mr. Gould has been advertising and sales promotion manager of the Jacob Rupert Brewery since 1943. Before that he was with National Distillers Products Corp. and several advertising agencies.

Plans for a \$4,000,000 addition to the cellophane plant at Shawinigan Falls, Quebec, have been announced by **Canadian Industries, Ltd.** Production of cellophane is anticipated to increase 200% over prewar output when these new facilities have been completed in 1951.

The Hinde & Dauch Paper Co., manufacturer of corrugated shipping boxes and packing materials, has purchased land outside Richmond, Va., for the construction of a new corrugated box factory. The company has had a plant at Richmond since 1930, but the new building has been designed to meet the largely increased industrial requirements for boxes in that area. Plant operations will be supervised by **J. M. Southall**.

Announcement has been made of the appointment of **Robert W. Stokes** as sales manager for **W. T. LaRose & Associates, Inc.**, Troy, N. Y., manufacturers of electronic heating equipment.

Weinman Bros., Chicago, manufacturers of transparent plastic packages and display materials, will move into their new quarters at 3260 W. Grand Ave. early in January.

Engelbert Smith, president of the **Crescent Ink & Color Co.**, Philadelphia, was recently elected president of the **National Assn. of Ink Makers**.



E. Smith

He was vice president of the association last year. Mr. Smith has served on a number of trade organizations in the graphic arts field. He is a member of the Litho Club of Philadelphia and chairman of the finance committee of the Philadelphia Club of Printing Craftsmen. He is also on the board of trustees of the National Printing Ink Research Institute, a project of Lehigh University.

Col. Evan Ewan Kimble, founder of the **Kimble Glass Co.**, Vineland, N. J., was recently honored on his 80th birthday by a reception and dinner at Haddon Hall, Atlantic City. **W. E. Levis**, chairman of the board of **Owens-Illinois Glass Co.**, of which Kimble is now a division, paid tribute to Col. Kimble as one of the founders of a great American industry. **J. A. Carnegie**, a 50-year employee of Kimble, and

150 other employees who had been with the company for more than 10 years were also honored at the party.

A package sales division has been created by **Anchor Hocking Glass Corp.** to coordinate the activities of the company's Container and Closure Divisions. **S. B. DeMerrill**, vice president, has been named director of this new division. **E. M. Lawrence** has been appointed assistant director. Other recent personnel changes are: **J. E. Bellinger**, formerly manager of the Detroit sales office, to sales manager of general line containers; **Edward Wells**, former container division assistant sales manager, to sales manager of carbonated beverage ware and specialties, and **R. B. MacFarlane** as sales manager of closures.

Federal Carton Corp. and **Grand City Container Corp.** have moved their offices and equipment to their new building at 2001 Tonnelle Ave., North Bergen, N. J. The move was completed with a minimum interruption of production by careful scheduling of the removal of equipment. Heavy machinery was hoisted out of the fourth floor of the old building through a section of the wall which was cut away and lowered by crane into trailers for transfer to the new plant.

Announcement has been made of the merger of **Seaport Paper Co.** with **Carter, Rice & Co.**, Portland, Ore. **William G. Batson**, president of Seaport, is now sales manager of the industrial paper division for Carter, Rice. **James W. Murphy** continues as president of the company.

James W. Ormsby, formerly manager of the mechanical experimental division of National Biscuit Co., has announced the opening of his own consulting engineering firm with offices at 301 E. 38th St., New York. The company, **James W. Ormsby, Inc.**, is specializing in the design and development of custom-built production equipment in the packaging, paper converting and food industries.

Appointment of **Russell Inwood** as vice president in charge of manufacturing and engineering has been announced by **The Rapids-Standard Co., Inc.**, Grand Rapids, Mich., manufacturers of materials handling equipment. Mr. Inwood has been with the company for the past eight years.

Design and Development Engineers, Inc., Chicago, announces the acquisition of **The Witte Co.** in that city and the election of **James G. Witte** as vice president in charge of sales. The merger now gives the company package engineering and materials handling services. Mr. Witte at one time directed packaging activities for Montgomery Ward & Co.

Offices and factory of **Melrose Packaging** are now located at 310 Highland Ave., Passaic, N. J. Telephone number is Passaic 3-5711.

E. M. Underwood & Co., Los Angeles, has been named West Coast representative for **F. B. Redington Co.**, Chi-



Time out... TO WISH YOU ALL THE BEST THE SEASON OFFERS

KIMBLE GLASS TOLEDO 1, OHIO
Division of Owens-Illinois Glass Company



Rayco Flock

Want to make your
new package a "Plush
Job"?
Use the new Coverings!

Use the new coverings made with Rayco Flock to make your new package pleasing to the eye and inviting to the touch. These rich flocked coverings are available from your supplier in all colors, on paper, cloth and cardboard for all box, wrapper and container purposes. And remember—to get the really fine effects of genuine suede leather, velvet, velour, etc., use the Rayco Flock specifically developed and proven for each job, specially processed under exclusive methods.

SUEDE FINISH - -

"Raymix"—a flock of rayon fibres under U. S. No. 427949 to produce a suede effect of utmost realism on any surface.

"Kingcote"—a cotton flock trademarked under U. S. Patent No. 423572, producing a suede effect at minimum cost.

PLUSH, VELVET AND VELOUR FINISH

"Raycote"—a flock composed of uniformly cut rayon fibres to produce on any surface a pile effect such as velvet, plush or velour. Made under U. S. Patent No. 2014947.

AVAILABLE IN ALL COLORS

REQUEST FREE COLOR CARD
and FREE WORKING SAMPLES



110 Moshassuck St.

Pawtucket, R. I.

Plants and People (Continued)

cago, manufacturers of cartoning, labeling and wrapping equipment.

Contracts have been let by the Atlanta Paper Co. for the construction of a new converting plant to be located at Marietta and Ashby Sts. in Atlanta, Ga. Plant and office area will total 248,000 sq. ft. and in addition there will be over 25,000 sq. ft. of covered exterior railroad and truck dock space.

The appointment of Louis S. Kimball as general manager has been recently announced by Angier Corp., Framingham, Mass., manufacturers of waterproofed and reinforced

papers for building and industrial packaging. Mr. Kimball has had wide sales experience with Bell Aircraft Corp., Frigidaire Div. of General Motors and Sylvania Electric Products, Inc.

George Spriggs has been appointed sales manager of General Can Co., Chicago, manufacturers of screw caps, Mason caps and lids and large cans. The company is a subsidiary of Jaques Mfg. Co., makers of food products.

Robert L. Gibson, manager of the Plastics Division of General Electric Co.'s Chemical Department, has been named assistant general manager of the department. Mr. Gibson has been with the company since 1926 and was named manager of the Plastics Division last June.

Other appointments in the Chemical Department include Harry K. Collins and John L. McMurphy, both to new managerial posts. Assisting Mr. Collins in the Plastics Division are Frank W. Warner, Robert O. Bullard, Donald S. McKenzie, Elmer H. Gabel and Arthur C. Treen. Members of Mr. McMurphy's staff in the Chemical Division are C. Stewart Ferguson, John A. Zellhoefer, Robert A. Rieker and Erwin T. Kilgore.

Dr. Charles E. Reed has been named engineering manager of the Chemical Department.

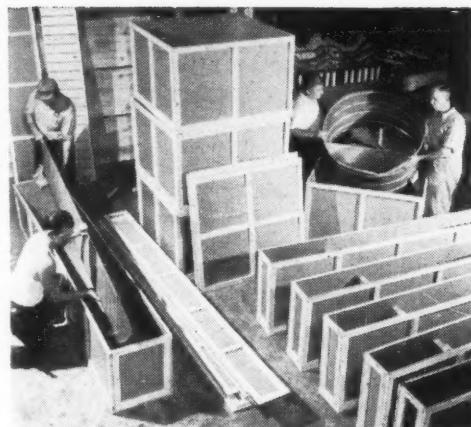
The Sigmund Ullman and Eagle Printing Ink Divisions of Sun Chemical Corp. announce the appointment of C. A. Aloia as assistant general manager of the Eastern area. Mr. Aloia has been chief chemist in the Eastern area and will continue in that capacity in addition to his new duties.

A new 50,000-ft. addition to their plant in Hoboken, N. J., has been announced by Universal Folding Box Co., Inc. According to the company, the addition is expected to increase production capacity 400%.

Clifford A. Laury, technical representative of Bagprint Machinery Corp., Royal Oak, Mich., attended the International Packaging Exposition in Paris during a trip through western Europe.

The Los Angeles office and warehouse of the Dixie Cup Co. has been moved to larger quarters at 2600 E. 12th St.

Announcement has been made of the opening of the new Bayshore plant of Western Crown Cork & Seal Corp. in San Francisco. Part of the opening celebration included



Republic Aviation Corporation depends on the great strength of Tekwood Containers when shipping parts of their famous "Thunderjet" fighter planes.

From THUNDERJETS to TOILETRIES TEKWOOD solves your packaging problems



McKesson and Robbins choose Tekwood as the perfect container material for their exclusive Tawn Toiletries.

Here's Proof of Tekwood Toughness Puncture Test Data

MATERIAL	General Electric-Beach Puncture Test (Inch-Ounces per Inch of Tear)
Packaging grade Tekwood, .080" thick	630
Standard Tekwood, $\frac{1}{8}$ " thick	979
Protekwood, $\frac{5}{32}$ " thick	930
Birch Plywood, $\frac{3}{30}$ " thick	800
Gum Plywood, $\frac{1}{8}$ " thick	600
Gum Plywood, $\frac{3}{16}$ " thick	875
Cottonwood Plywood, $\frac{3}{20}$ " thick	820

(Above tests made by Container Laboratories, Inc., New York City)

What's your toughest packaging problem? Great strength and ease of assembly for heavy-duty industrial containers? Light weight that's ideal for shipping by air, or smart good looks for small consumer packages?

One of These Three Tekwood Products is Tailor Made For You

Standard Tekwood is $\frac{1}{8}$ " thick. The core is a sturdy hardwood. To each side is resin-bonded a tough sheet of Cylinder Kraft paper. The grain of the Kraft goes at right angles to the grain of the wood. Flexible as leather when bent along the wood grain, Tekwood is ruggedly rigid when supported along its lateral edges!

The Special Package Grade of Tekwood is .080" thick and faced with a special tough liner paper. It has a very high wet strength and is water repellent. Its light weight, great strength, and good looks make it supreme in its field.

Protekwood is $\frac{5}{32}$ " thick. Made with asphalt-impregnated paper faces, it is specially recommended where the package or container must be highly water resistant and impervious to vermin.

Write us today for full information on the grade of Tekwood that answers your particular packaging problem.

UNITED STATES PLYWOOD CORPORATION

55 WEST 44th STREET, NEW YORK 18, N.Y.

Manufacturers of Tekwood and Weldwood Plywood

Tekwood is a patented product — U.S. Pat. No. 1997344

SAVE...TIME·MONEY·LABOR AND MATERIALS!

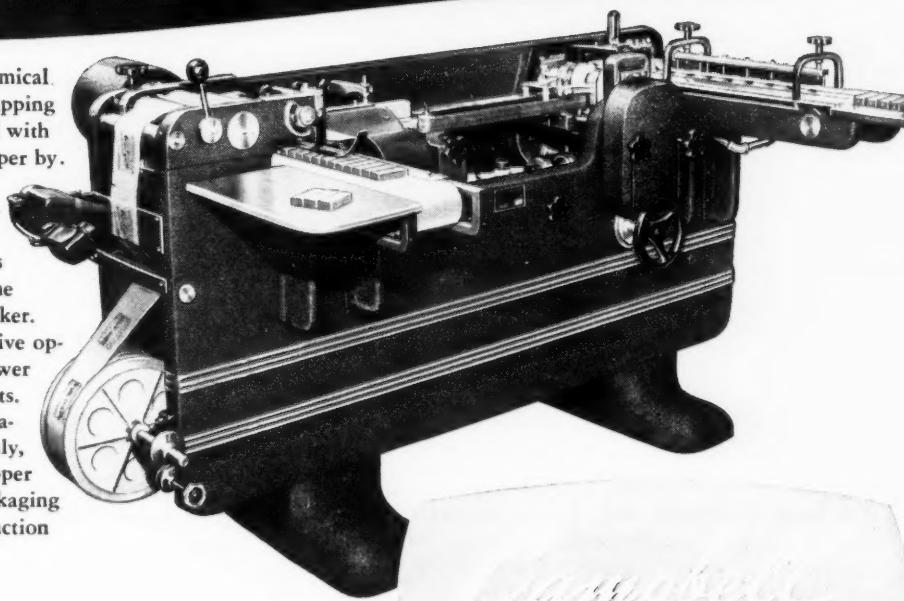


HIGH speed, economical operation with wrapping perfection is assured with the Campbell Wrapper by:

1. More units per minute — 120 minimum guarantee.
2. Fewer operations and operators — one feeder and one packer.
3. Less non-productive operating hours.
4. Fewer machine adjustments.
5. Less wrapping materials required. Truly, the Campbell Wrapper is a triumph in packaging that increases production and decreases cost.

ONE OPERATOR IN PLACE OF FIVE

Write for illustrated brochure giving full details.



W R A P P E R

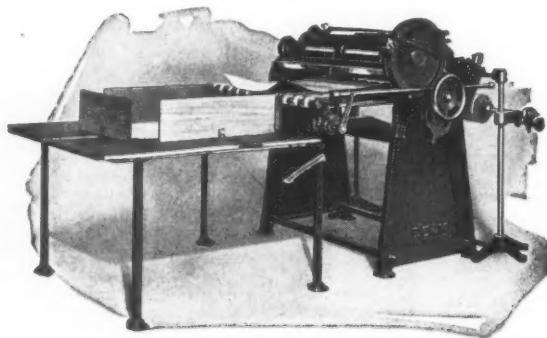
HUDSON-SHARP MACHINE CO. • GREEN BAY, WIS.

Manufacturers

Sheet Cutting on your BECK

The Beck Sheet Cutter cuts everything from cellophane to light board, increases production, sizes accurately and needs only part time supervision by an unskilled operator. Electric eye feature available for register control.

Avoid cutting charges. Have the right size sheet always on hand with a Beck Sheet Cutter. Thousands sold to packers. Write.



CHARLES BECK MACHINE CORPORATION
13th & Callowhill Streets, Philadelphia 8, Pa.

for better packaging . . . **POLYTHENE CLOSURES**

Lumelite plug type, screw type with applicator, regular screw type (needs no liner) are recognized for these outstanding characteristics.

- Resilience assures tight fit
- Chemically inert
- Non-toxic
- Odorless
- Compatible with most products
- Almost no breakage
- Flexibility makes application easy

These polythene packaging innovations are custom molded to your specifications. In many cases are less expensive than other types of closures.

We have designed and produced many unusual closures for various companies. Perhaps we can do the same for your product. Write today outlining your problem.



LUMELITE CORPORATION
PAWLING, NEW YORK

Plants and People (Continued)

an open house for employees and conducted tours and luncheons for customers and for local industrial, commercial and civic leaders. Western Crown Cork & Seal is a subsidiary of **Crown Cork & Seal Co., Inc.**, Baltimore.

Daniel H. Haynes, vice president of **American Machine & Foundry Co.**, becomes treasurer of the company, succeeding **John W. Hooper** on Jan. 1. Mr. Haynes is president of

International Cigar Machinery Co., an affiliate of AMF, and will retain this position in addition to the others. Mr. Hooper remains as a director and chairman of the finance committee of AMF.



D. H. Haynes

Dr. Keith T. Swartz, research specialist on canned foods, has joined the staff of the Animal Products Branch of the **Quartermaster Food & Container Institute**, Chicago. Dr. Swartz has been associated with Continental Can Co. During the war he cooperated with the Armed Forces feeding program by performing developmental work on canned items for the C Ration.

New president of **Upressit Products Corp.**, New York, is **James B. Taylor, III**, who succeeds his father, James B. Taylor, Jr. The company, which manufactures closures, was founded by the new president's grandfather. Announcement was also made of the election of **Roland S. Lee** as vice president.

Crown-Mark Paper Division of Lynham Industrial Corp., New York, has been appointed sales agent for the **Claremont Paper Corp.** of New Hampshire. Sale of the mill products will be handled in branch offices of Crown-Mark in Springfield, Mass., Chicago and Los Angeles, in addition to New York.

Robert J. Rodgers has been appointed sales manager of **Wilmanns Lithographing Co.**, Milwaukee, Wis. Mr. Rodgers was formerly with Hazel-Atlas Glass Co. The Wilmanns company is a division of The E. F. Schmidt Co.

J. P. Widlar has been named manager of **Chase Bag Co.**'s Denver, Colo., sales office. He has been with the company since 1937. **R. G. Bullock**, who was in Denver, has been appointed sales manager in Milwaukee.

Plax Corp. announces the opening of a new sales office in Syracuse, N. Y., at 308 S. Collingwood Ave., with **Arthur V. Todd** in charge.

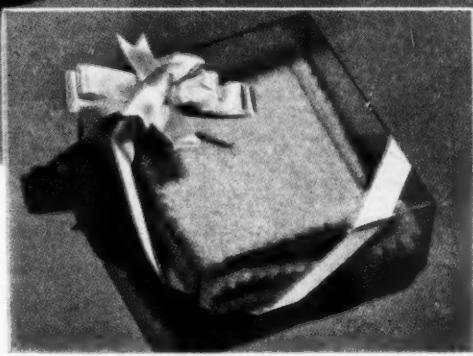
Herbert A. Post, Inc., New York, has been appointed as distributor for **Bauer & Black** industrial adhesive tapes. Salesmen for the Post organization will be given training at the Bauer & Black Industrial Tape Division School.

New branch sales manager of the Detroit office of **Monsanto Chemical Co.'s Plastics Division** is **Thomas J. Martin**, who held the same position in the St. Louis office. He succeeds Carl H. Whitlock, who has resigned. **Jack W. Porte** is now branch sales manager in St. Louis.

F. Neil Crowding has joined the printing inks sales department of **J. M. Huber Corp.**, New York. He will cover the territory of Virginia, West Virginia, Delaware,



IN Kodapak Sheet



Sample gift boxes—that give customers a "preview" of your product—are providing merchants with a number of practical sales advantages.

Display boxes made of Kodapak Sheet, the tough, optically clear material, show samples off to colorful advantage... save unnecessary handling of expensive products... help avoid exchanges... and provide attractive "miniatures" to go along with gift certificates.

Kodapak Sheet is made in two basic forms: Kodapak I, cellulose acetate, in gauges up to .20 thousandths (.020"); Kodapak II, cellulose ace-

tate butyrate, in gauges up to No. 200 (0.00200").

If you want to learn more about this packaging material, the Kodapak Demonstration Laboratory in Rochester is available to demonstrate fabrication possibilities and practical end uses.

Cellulose Products Division

Eastman Kodak Company, Rochester 4, N. Y.

FOR THE DISPLAY YOU WANT...THE PROTECTION YOU NEED

Kodapak Sheet

"KODAPAK" IS A TRADE-MARK

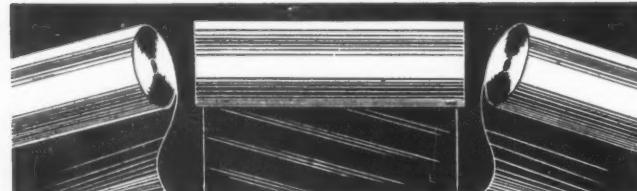
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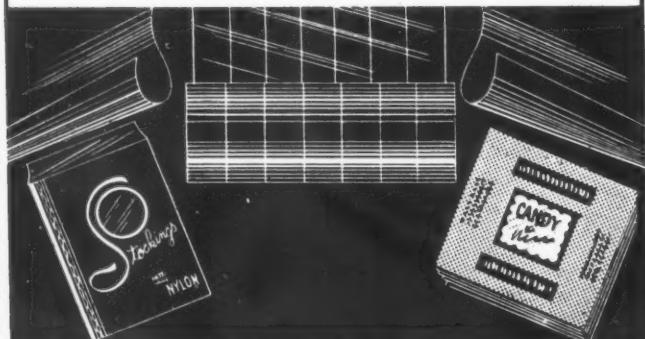
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Plants and People (Continued)

Maryland, western Pennsylvania and Washington, D. C. Mr. Crowding will work out of Richmond, Va.

Market Forge Co., Everett, Mass., manufacturers of materials handling equipment, announce the appointment of **Robert P. Rudy** as district manager of their Materials Handling Division in the New York area.

Robert W. Reed has joined the technical staff of the **Rhinelander Paper Co.**, Rhinelander, Wis., as supervisor of fundamental research and new technical development problems. Also announced by Rhinelander is the appointment of **John Tuttle** as plant engineer.

Detecto Scales, Inc., has moved into its new plant at 540 Park Ave., Brooklyn. All manufacturing and office units are now consolidated at this one address.

Robert N. Wolfe will be manager of operations at the new Bristol, Va., plant of **Minnesota Mining & Mfg. Co.** He is currently manager of the company's branch plant in Hutchinson, Minn. No opening date has been set for the new plant. **William A. Aitken** succeeds Mr. Wolfe at Hutchinson.

Package Machinery Co. of East Longmeadow, Mass., won the "Highest Merit Award" and **Food Machinery Corp.** of San Jose, Calif., won the top honor of "Oscar" in the annual nation-wide contest for the best annual reports in industry. The contest is sponsored by the publishers of *Financial World*.

Frank C. Gerhart has been appointed advertising manager of **American Type Founders Sales Corp.**, Elizabeth, N. J.

Milton F. Antoville has been named vice president in charge of sales of the **Allen Hollander Co., Inc.**, New York, manufacturers of labels and seals.

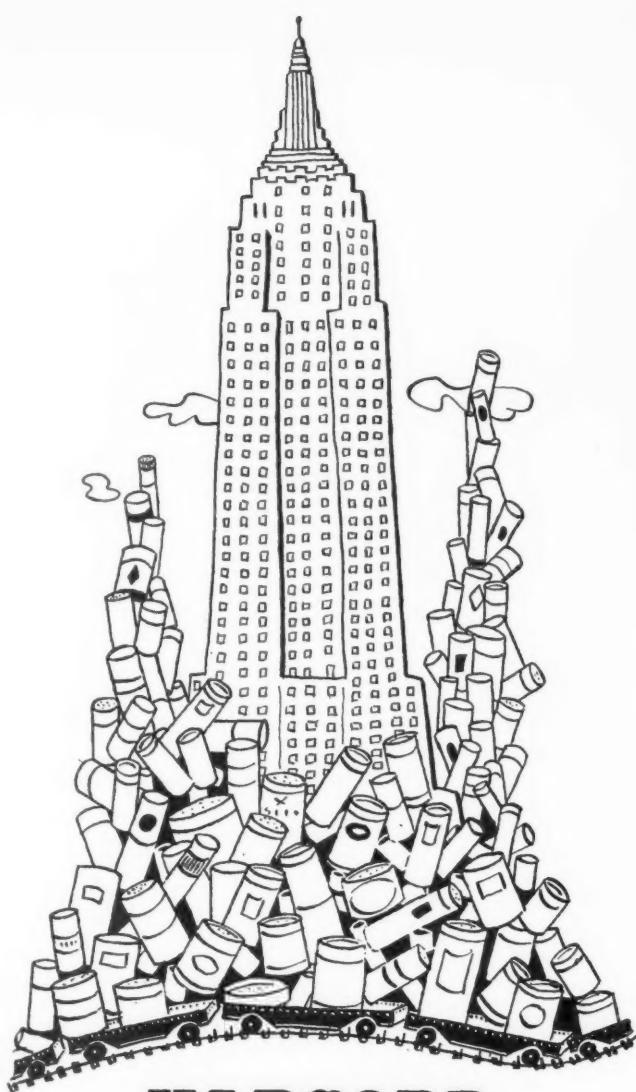
J. E. Niederhauser, formerly manager of industrial relations for **Continental Can Co.**, New York, has been elevated to the newly created post of vice president in charge of industrial relations.

Thomas H. Derby has joined the Market Development Department of **Sylvania Division, American Viscose Corp.**, in New York. Mr. Derby, a member of the Institute of Food Technologists and the American Society of Refrigerating Engineers, was formerly with Maxson Food Systems, Inc. Mr. Derby will specialize in food packaging research.

Brand Names Foundation, Inc., New York, has announced the appointment of **Nathan Keats**, former manager of News Services, to the newly created post of assistant to the president. Mr. Keats will coordinate administrative and field activities of the Foundation.

A joint sales meeting of **Food Machinery & Chemical Corp.**'s Anderson-Barngrover and Sprague-Sells Divisions was held recently in San Jose, Calif.

Crown Cork & Seal Co., Inc., Baltimore, Md., has announced the appointment of **Jerome Yakel** as sales representative for food and drug closures in Texas, with headquarters in Dallas.



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For Your Information

Under Secretary of the Navy W. John Kenney was the featured speaker at the final luncheon meeting of the 30th annual meeting of **American Standards Assn.** Mr. Kenney described the steps being taken by the Munitions Board to bring about coordination in the standards of the Army, Navy and Air Forces. The legality of standardization was discussed by John F. Sonnett, former Assistant U. S. Attorney General, at another session of the meeting, while Earl O. Shreve, president of the Chamber of Commerce of U.S., gave the keynote address and acted as moderator for a panel discussion. Officers elected for the coming year are: **Thomas D. Jolly, Aluminum Co. of America**, president; **Dr. Harold S. Osborne, American Telephone & Telegraph Co.**, vice president. Re-elected as secretary was **G. F. Hussey, Jr.**, and **Cyril Ainsworth** as technical director and assistant secretary. **W. C. Wagner, Philadelphia Electric Co.**, was elected vice chairman of the Standards Council and will serve as acting chairman due to the death of chairman-elect, **L. F. Adams**.

At the 32nd annual meeting of the **Label Mfrs. National Assn.** which was held in Chicago recently, members re-elected **Ted Fleming**, vice president of **Fleming-Potter Co.**, as their association president. **Joseph M. Davidson, Piedmont Label Co.**, was re-elected treasurer. New vice president is **George R. Langlois, Muirson Label Co.** Four new members were elected to the board of directors for three-year terms: **Edward J. Epsen, Epsen Lithographing Co.**; **Ed LeVesconte, Croker-Union**; **Waldo E. May, U. S. Printing & Lithograph Co.**, and **Harry Wehr, National Color Printing Co.** **Charles R. Cosby** continues as executive secretary.

A new check list of publications has been issued by **American Management Assn.**, New York. "New Directions in Sales Management, Marketing and Packaging" lists 59 recent pamphlets, booklets and research studies, including 17 on packaging. Copies of the check list are available without cost. Requests should be sent to the association, 330 W. 42nd St.

The **Assn. of American Railroads**, Chicago, has re-issued three bulletins of its Freight Loading & Container Section: #108, "Commercial Store Fixtures"; #109, "Handling Damages and Manufacturing Defects in Enamored Iron

What's doing

- Jan. 10-14—**American Society of Mechanical Engineers and Material Handling Institute**, Third National Exposition and ASME Conference, Convention Hall, Philadelphia.
- Jan. 11-14—**National-American Wholesale Grocers Assn.**, Atlantic City.
- Jan. 15-19—**Canning Industry & Supplies Assn.**, annual exhibit, Convention Hall, Atlantic City.
- Jan. 17-20—**Annual Convention of National Canners Assn.**, Atlantic City.

"Sanitary Ware"; #110, "Monuments, Tombstones and Markers." Interested shippers and shipper associations may receive copies without cost by addressing the Freight Loading & Container Section, 59 E. Van Buren St.

"Better Labels," the new color and sound motion picture developed by the labeling committee of the **National Canners Assn.**, was previewed to members of the association's administrative council and board of directors recently. The film has been scheduled for showing at practically every state and regional canners association meeting this winter, in addition to the national meeting next month.

The Lamp & Shade Institute of America, 15 E. 26th St., New York, is now distributing Henry C. Segerstrom's study and report on methods of packing portable floor and table lamps for shipping. Name of the report is "Lamp Packaging Specifications."

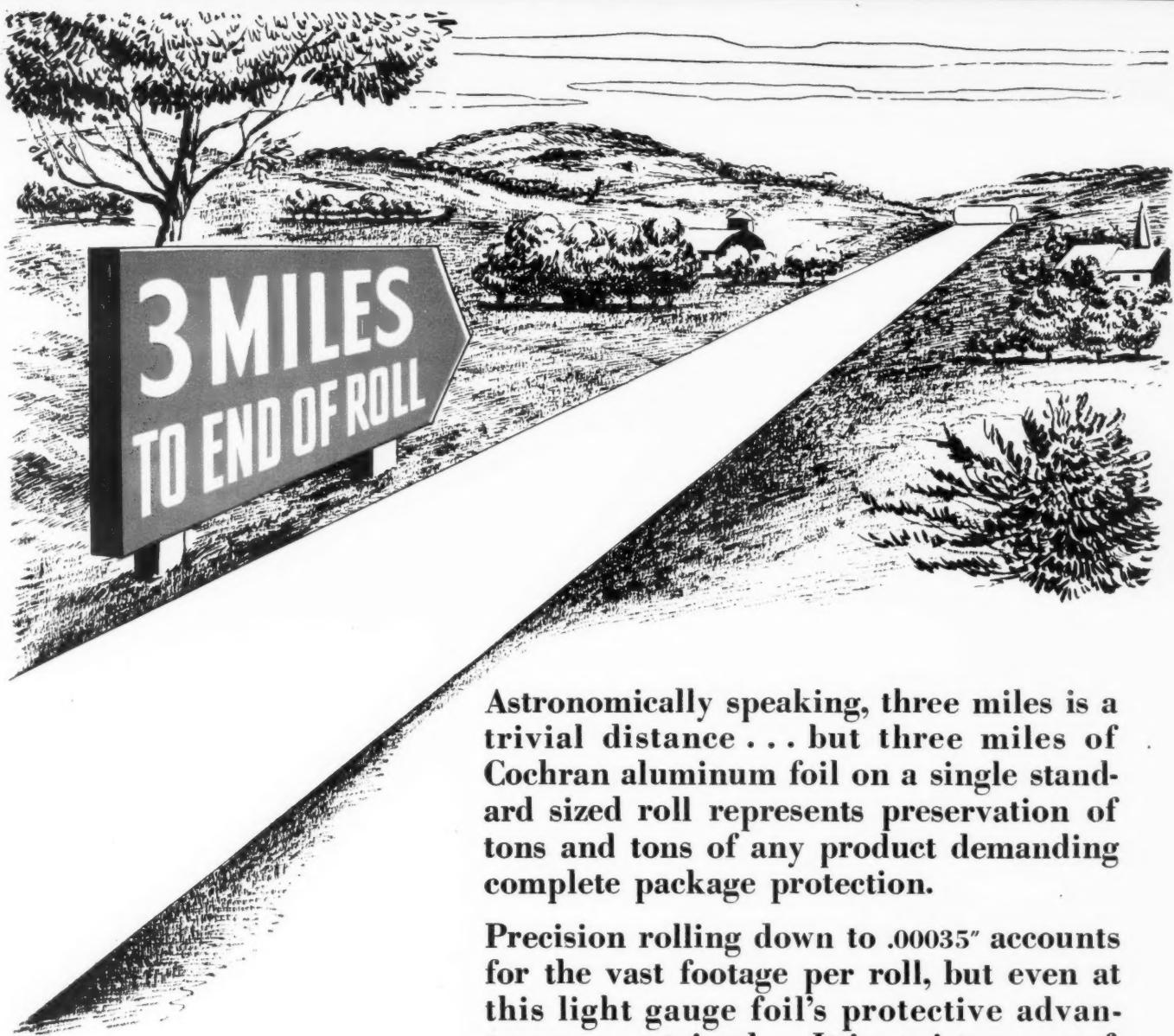
The modified polystyrene powder, Plexene M, is described in a new 12-page booklet issued by **Rohm & Haas Co.**, Philadelphia. Complete data on the product's physical and mechanical properties are listed in the booklet, including its degree of resistance to chemical solvents and re-agents. In addition, there are detailed suggestions on machining molded parts. Copies may be obtained upon request to the company's Plastics Department.

The simplified method of changing the filling range from one ounce to quarts is described in the new circular on **F. L. Burt Co.'s** line of Simplex piston fillers. Four different models are written up with specifications. Requests for copies of Bulletin 101 should be addressed to the company at 563 Seventh St., San Francisco.

Horne Machinery Co., Inc., has issued a new conveyor bulletin, complete with price list. The bulletin covers the company's complete prefabricated sectional conveyor line, including accessories. Requests for copies should be addressed to the firm, 1188 Harrison St., San Francisco.

The Marine Service Dept., **Insurance Co. of North America Companies**, Philadelphia, has published the 1948 edition of "Ports of the World." The first portion of this annual report deals with conditions prevailing in the principal foreign seaports as to storage facilities, theft and pilferage, etc. The second part of the report presents a concise but detailed study of the more common types of losses suffered by overseas shipments. Many of loss causes have been found in improper packing and marking, samples of which are illustrated. This portion of the report offers recommendations for loss prevention to minimize or eliminate many of these losses. Copies of the full report may be obtained through any North America Companies insurance agent or broker upon request.

"Profit by Stitching" is a new booklet published by **Acme Steel Co.** illustrating the complete line of Acme and Acme-Morrison stitchers for solid fibre and corrugated shipping containers. The company also recently published "Metal Stitching" with details on methods of stitching metal and



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For Your Information

(Continued)

non-metallic materials. Copies of both booklets may be secured from the company, 2840 Archer Ave., Chicago.

A six-page brochure on the company's new line of steel bands, tensioners, sealers and accessories for banding all types of packages has been published by **The Allegheny Steel Band Co.** Copies may be secured by writing the company, Box 716, Pittsburgh.

The **B. F. Goodrich Co.** has issued a revised catalog section on adhesives. The section describes the range of the company's adhesives and their applications, gives classifications of various types of rubber cements and service requirements. Requests for copies should be addressed to the company at Akron, Ohio.

The entire line of **Barrett-Cravens Co.** materials handling equipment is included in the 10th edition of the company's pocket-sized catalog. Requests for copies should be addressed to the company, 4609 S. Western Blvd., Chicago.

Coburn-Foster Conveyor Co., Chicago, has available a looseleaf catalog of data sheets, drawings and photographs of installations of the various types of conveyors the company manufactures. Address requests for copies to the firm at 9362 Ewing Ave.

An informative brochure has been issued by **Dravo Corp.** on its welded steel, weathertight, 275 cu. ft. shipping container designed for export shipping. Titled "Millions for Tribute," the booklet describes how use of the containers permits export shipments of merchandise packaged only for domestic transportation. Copies may be secured by writing the company at Neville Island, Pittsburgh.

The interest food packers have in packaging was emphasized during the recent meeting of the **Tri-State Packers Assn.** Happer Payne of the **National Canners Assn.** presented the motion picture, "Better Canned Food Labels." "The Canned Food Story," a film prepared for the **Can Mfrs. Institute**, was also shown. C. Edgar Anderson was elected president of the association for 1949.

Two new catalogs on labeling machines, casers, feed tables, tray invertors, elevators, glass cleaning lines and conveyors have been published by **Chisholm-Ryder Co. of Pennsylvania**, Hanover, Pa. Catalog No. 1165 includes illustrations and descriptions of the company's tray inverter and feed table with straight-away discharge combination. The second catalog, No. 1187, has a complete description of the company's Model PG labeler. Free copies are available upon request to the company.

The **Nox-Rust Chemical Corp.**, Chicago, has published a descriptive brochure on its Nox-Rust wrapper which is a special kraft paper treated with a synthetic chemical and is used in packaging steel and iron products. Request copies from the company at 2429 S. Halsted St.

Gotham Ink & Color Co. has issued a new, revised edition of "Rotogravure Printing," first published in 1945. The eight-page, pocket-sized pamphlet gives a brief comparison of gravure with other printing processes and discusses mechanical parts and details. Request copies from the company at 5-19 47th Ave., Long Island City, N. Y.

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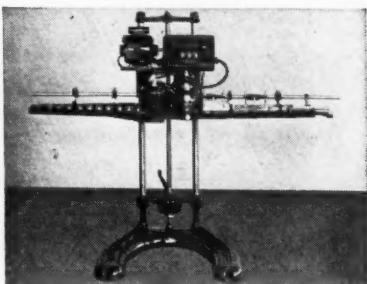
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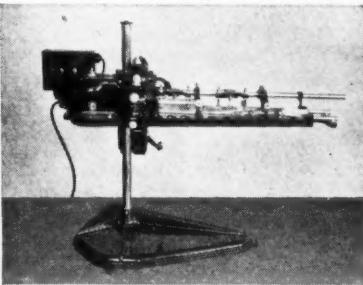
1
• Simplex Wrapping Machine Co., Oakland, Calif. (Far West)

AMSCO HI-SPEED AUTOMATIC ROTARY BAG SEALER MODEL DC



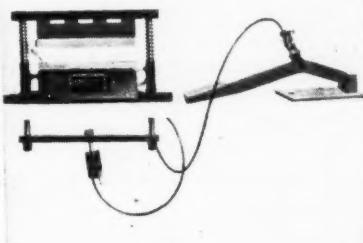
2
• Miller Wrapping & Sealing Machine Co., Chicago, Ill. (South & Midwest)

AMSCO HI-SPEED AUTOMATIC ROTARY BAG SEALER MODEL S



3
• Simplex Wrapping & Sealing Machine Co., Chicago, Ill. (South & Midwest)

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U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Box, S. B. DeMian (to International Paper Co., New York, N. Y.). U. S. 2,450,035, Sept. 28. A single blank box of paper-board with double-ply end walls which are folded upwardly from bottom, box being equipped with locking means by projection ends which, folded into double-ply ends, enables flexing outwardly and upwardly from their normal position in an unfilled box to accommodate contents bulking somewhat greater than the volume of the box normally available for filling.

Container Sealing Machine Having Seaming Mechanism Actuated by Fluid Pressure-Operated Means Responsive to Vacuum, A. L. Kronquest and M. M. Sedwick (to Continental Can Co., Inc., New York, N. Y.). U. S. 2,450,243, Sept. 28. In a container sealing machine, a sealing chamber with access opening; door for said opening; seaming mechanism including a chuck and container-supporting element; means for drawing a vacuum in said chamber; fluid pressure-operated means for moving one element relatively toward the other to place container carried on supporting means in vacuumizing position close to but spaced from chuck; other fluid pressure-operated means actuated by a predetermined degree of vacuum for moving element to place container in chucked position.

Beverage Container and Dispensing Device, C. S. Lynch, Arlington, Va. U. S. 2,450,244, Sept. 28. A sealed container for beverages including side walls and hinged mounted cap; drinking tube within container of greater length than the depth of container; brackets of flexible material attached to side wall in vertical spaced relation formed to frictionally engage tube and retain it against vertical movement.

Side Gripper for Square-Bottomed Paper Bag-Forming Machines, A. O. Sohn, Plymouth, Wis. U. S. 2,450,309, Sept. 28. In a bag-forming machine with a drum mounted on shaft upon which bag blank is held during formation of bag bottom, a side gripper for holding a portion of the blank to drum: a hub slidable on drum shaft and rotatable therewith; a gripper body; a pivotal support for gripper body carried by hub, constraining gripper body to pivotal movement about axis at all times; a gripper claw and a connection between gripper claw and gripper body guiding relative motion therebetween.

Tubular Container for Electrical Condensers or Other Apparatus, P. A. Sporing, and C. P. Johnson (to The Telegraph Condenser Co., Ltd., North Action, England, a British company). U. S. 2,450,310, Sept. 28. A metal tubular container for electrical apparatus having in combination an insulating brush located in and occluding one of the open ends of container, a conductor extending through brush into container for electrical connection with electrical apparatus therein, a metal collar surrounding and in conductive contact with container.

Wrapper for Frozen Confections, S. B. Smith, Hollis, N. Y. U. S. 2,450,364, Sept. 28. A wrapper for a frozen confection mounted on the end of a stick, wrapper comprising, when opened to expose confection for consumption, a container shaped like a hollow inverted pyramid, lower end of inverted pyramid-shaped container having a small opening formed therein through which stick extends, stick being held snugly in hole to provide fluid-tight slit between stick and container; upper end of container is open and relatively widely spaced from frozen confection, thereby confining a layer of cooled air around confection to reduce its melting rate and also serve as catch basin for drippings therefrom.

Compartmented Container, J. H. Cassidy and R. M. Grundon (to Hinde & Dauch Paper Co., Sandusky, Ohio). U. S. 2,450,419, Oct. 5. A container having side and end walls with a pair of supporting flaps hinged to bottom edge of each end wall; a foldable bottom extension hinged to each side wall and an interior flap folded against top faces, a pair of interior flaps hinged to top edge of side wall and adapted to fold against interior of side wall with free edges engaging top face of an interior bottom flap, a partition having opposite side edge portions disposed between interior flaps of opposite side walls, partition having

anchoring flanges at its opposite side edges underlying interior side-wall flaps.

Single Blank Container for Paper Sheets, O. H. Ogren, Rockford, Ill. U. S. 2,450,558, Oct. 5. A container formed from a single piece of sheet material without necessity for gumming any portion and comprising a back, narrow side and bottom portions adapted to be folded forwardly from side and bottom edges to form a pocket, lower end portions being folded upon itself to provide double-thickness front wall for the pocket.

Folding Box (to Angelus Paper Box Co., Los Angeles, Calif.). U. S. 2,450,573, Oct. 5. A blank for a foldable carton with bottom, sides and ends integrally connected to bottom along fold lines, tab integrally connected to each side of each end, oblique fold in each tab adapting them to be double folded and dividing in triangular portions, adhesive means on one triangular portion of each tab for connection to a related portion of the sides, slits formed in fold lines between bottom and ends and between ends and tabs thereon, end outer corners projecting in an angular direction toward each end to extend beyond fold line defining end and bottom to extend into slits to lock carton in both folded and unfolded condition.

Composite Partitioning and Spacing Element and Combination Thereof with a Container, J. G. Huye (to Huye Space Saving Box System, Inc., New Orleans, La.). U. S. 2,450,801, Oct. 5. A composite partitioning and spacing element having end portions divided by score lines into a plurality of panels and foldable along score lines to constitute a vertically extending tubular spacing or supporting post at each end portion, same respectively movable to planes perpendicular to the plane of partitioning portion to overlie portions of the faces of the panel of the spacing or supporting posts to maintain same in erected condition.

Closure Means for Containers, V. E. Ramsey, Suffolk, Va. U. S. 2,450,811, Oct. 5. A receptacle and cover means for same comprising a material-receiving body having circular filling opening, rim secured with filling opening having a straight inner face and inwardly annular shoulder, a flat circular body adapted to position with rim and having a continuing relatively wide encircling straight flange greater than rim and extending perpendicular to body, whereby flange is snugly inserted in rim and lies against straight inner face thereof, a transversely fluted flexible band encircled and secured to outside of flange and adjacent to its free edge to keep flange pressed against rim.

Silk-Screen Printing Ink, W. Heinecke, New York, N. Y. U. S. 2,450,959, Oct. 12. A silk-screen printing ink consisting of a mixture of the reaction product of 110 gm. shellac and 8 gm. diethanol amine dissolved in a mixture of 220 gm. isopropyl alcohol and 50 gm. octyl alcohol, 125 gm. bentonite and 75 gm. carbon black, said ink being characterized by an absence of warping action on paper when applied thereto, removable from screen by water wash with drying time of 15 min. at room temperature.

Shipping, Storage and Display Cartons W. B. Crane (to Alpak, Los Angeles, Calif.). U. S. 2,450,941, Oct. 12. A combination shipping, storage and display device comprising a single blank of cut and scored board which when folded and secured into container formation constitutes continuous end and side walls having inner and outer bottom and top walls integral therewith, having longitudinal partitions connected to outer walls and cross partitions connected to inner walls, bottom ends of longitudinal partitions having adjacent locking notches interlockingly engaging bottoms of inner-wall slots.

Bottle Cap, S. Gattuccio and L. G. Cerruti, San Jose, Calif. U. S. 2,450,949, Oct. 12. A bottle cap comprising an internally threaded sleeve having integral closure plate at one end, annular channel provided in outer surface of closure plate having opposed annular, substantially horizontal bearing surfaces; an internally toothed ring gear rotatably mounted in channel with upper annular edge and lower annular edge for engaging horizontal bearing surfaces of channel.

Dispensing Package for Cartridge Reloading Components, H. D. Adams, Mt. Morrison, Col. U. S. 2,451,015, Oct. 12. A dispensing package for cartridge loading components, comprising a container, a predetermined weight of powder confined in a smaller container and a bullet of predetermined size, weight and type positioned in first-mentioned container, means comprising a fibrous spacer positioned between bullet and smaller container, means for closing first-mentioned container, quantity of powder being in predetermined relation to bullet size and weight.

Sealing of Closure for Gusseted Paper Bags, C. J. H. Hartman (to St. Regis Paper Co., New York, N. Y.). U. S. 2,451,165, Oct. 12. In a paper bag formed with a flattened multiwall gusseted tubular body portion, end-closure means comprising a longitudinally folded paper strip of U-shaped cross-section ex-

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U.S. Patents Digest (Continued)

tending from side to side of bag and positioned astride end edges thereof, a line of stitches passing through strip and end edges as embraced thereby, extending the length of strip and securing same in place, a coating of waxy material covering strip and stitching, fold line of strip at point adjacent gusset areas perforated at spaced points, some of waxy material extending through perforations into contact with and substantially completely covering and tightly sealing edge portion of gusset areas.

Tying Machine, B. H. Bunn (to B. H. Bunn Co., Chicago, Ill.). U. S. 2,451,197, Oct. 12. A package-tying machine comprising in combination with a frame, a fixed package support mounted on frame, pivoted island table carried by frame, rotatable twine arm pivotally mounted co-axially with island table, anchor means mounted to anchor island table against pivotal movement and cyclical operating means mounted to move the parts through a predetermined cycle on operation thereof; a brake pivoted on frame adjacent path of rotation of twine arm during rotation thereof, and spring means mounted to hold brake beyond path of rotation of twine arm.

Hollow-Walled Carton, W. P. Frankenstein, Cincinnati, Ohio. U. S. 2,451,209, Oct. 12. A carton comprising a base, side walls upstanding from base, end walls from opposite ends of base each formed from an extension subdivided by parallel score lines into portions adapted to form an outer wall member, an inner wall member and top wall member, inner and outer walls being of dissimilar dimension whereby inner walls are disposed at an angle to top wall members and base other than the angle of outer wall.

Container, L. Gersten, New York, N. Y. U. S. 2,451,211, Oct. 12. A container with paperboard body member having walls forming a channel, separate paperboard end member, perimetric flange angularly disposed on end member whereby end member is adapted to be telescopically set onto body member to cover an end thereof.

Method of Applying Bottle Caps, E. M. Bright (to Bright Laboratories, Inc., Whitefish Bay, Wis.). U. S. 2,451,273, Oct. 12. The method of sealing a bottle having a bead adjacent its mouth with a cap blank having a disk and annular flange providing a cavity at one side of disk, said cap blank being prefabricated from thermoplastic molding material, method including inserting a sealing gasket within cap blank to cover exposed inner surface of disk, exposing the margin of flange of blank to radiant heat directed toward margin while protecting top of blank from heat by the sealing gasket of thermally insulating material positioned in the cavity of the blank, continuing application of radiant heat to blank flange until marginal portions of flange are softened, top remaining unsoftened, applying blank to mouth of bottle and compressing gasket to seal bottle mouth.

Wrapper Feed for Wrapping Machines, W. Hoppe (to National Bread Wrapping Machine Co., Springfield, Mass.). U. S. 2,451,287, Oct. 12. A wrapping machine having a substantially horizontal wrapping and discharge channel, infeed conveyor located in substantially the same plane vertically below channel and having upwardly inclined terminal portion, carrier pivotally mounted and driven to oscillate between terminus of conveyor and terminus of channel, supply for a web of wrapping material located between conveyor and channel, rotating web feeding roll mounted between conveyor and channel adjacent the carrier and operating to feed the web when latter is drawn tightly around it.

Confection Package, J. Burstiner, New York, N. Y. U. S. 2,451,318, Oct. 12. A confection package comprising a spirally wound roll comprising an outer layer and an inner layer of flexible material, inner layer having a plurality of spaced rows of recesses, said rows of recesses being spirally disposed in roll, confection pieces seated respectively in recesses, an unrecessed portion of inner layer overlying each of confection pieces.

Non-Refillable Bottle Closure, H. A. Hagen, Decatur, Ill. U. S. 2,451,336, Oct. 12. A bottle closure comprising a tubular housing, bottom of which is bounded by a cup having apertures therein; core member secured to cup, spaced from housing and forming therewith an annular path for fluids, said member having valve-guiding recesses along longitudinal axis; a plurality of valves capable of closing apertures in cup, cup having an upwardly extending skirt secured to lower part of housing.

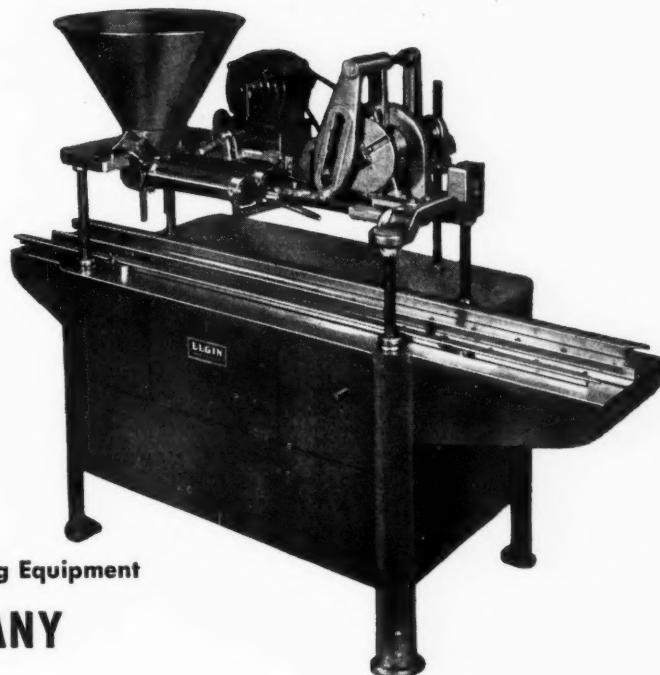
Method of Making Identification Tags, J. S. Pecker (to Dennison Mfg. Co., Framingham, Mass.). U. S. 2,451,355, Oct. 12. In making tags having an aperture and strand attaching means extending through the aperture with portions of strand extending along opposite sides of tags from the location of aperture to a location at edge of tag, the method comprising holding

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- Durability of Elgin fillers and cappers proved by the rugged test of years.
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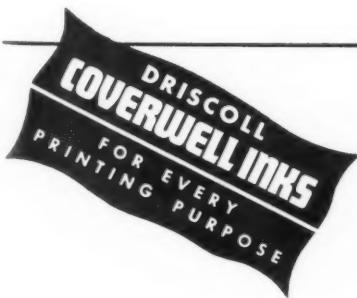


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making a good impression . . .

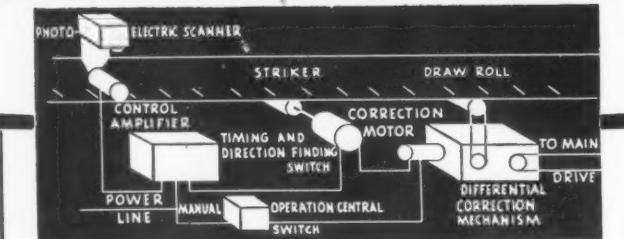
Boxes, cartons, wraps, bags and labels printed with popular Driscoll Inks make a good impression wherever—and whenever—they are seen. For brilliant, smooth-flowing Driscoll Coverwell retains its original color and character long after leaving the pressroom. Driscoll Inks are available for all types of reproduction processes, for all printing surfaces. Hundreds of vibrant colors to choose from—each contributing to that important good impression.



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Affiliated Concern: Great Western Printing Ink Co., Portland, Ore.



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2-WAY REGISTRATION CONTROL

- All component parts needed for perfect registration control.
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- Applicable to any machine using draw rolls to feed the web.
- Savings pay for equipment many times over because—it eliminates hand labor . . . permits faster machine operation . . . stops material waste.
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QUIET • INEXPENSIVE**

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POPCORN	CRYSTALS
FROZEN FOODS	CEREALS
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CANDIES	SEEDS
NUTS	NOODLES
BEANS, ETC.	

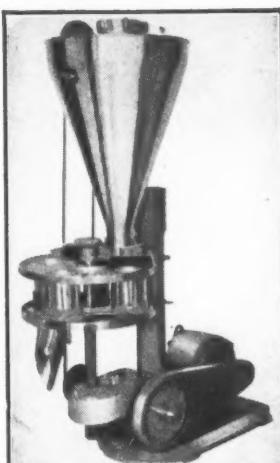
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Send us your samples for quotations

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MID-WESTERN AND SOUTHERN STATES: Miller Wrapping and Sealing Machine Co., 18 Clinton St., Chicago, Ill.



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Simplex Wrapping Machine Co.
534 23rd Ave., Oakland, Calif.

MANUFACTURED BY
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334 CORTLANDT ST., BELLEVILLE 9, N.J.

U.S. Patents Digest

(Continued)

said strand portions along opposite sides of tag and fusing the two portions together at both of said locations.

Holder-Dispenser for Roll Sheet Material, G. L. Hall, Old Lyme, Conn. U. S. 2,451,215, Oct. 12. A container adapted to hold roll sheet material, a cover freely, slidably and detachably mounted therein so that it will move freely in a vertical direction and may be lifted free of the container, which when in place in the container is adapted to rest on a contained roll of sheet material.

Machine for Weighing and Packing Mixed Nuts or the Like, S. Christensen (to Graham Co., Inc., New York, N. Y.). U. S. 2,451,534, Oct. 19. An apparatus for packing mixed solid articles of various weights into a package of correct prescribed weight, comprising a receptacle divided into a number of compartments for holding articles of different weights, dependent hoppers leading from and opposite each compartment, a corresponding number of weighing scales of progressively increasing capacity arranged below and in range of hoppers and means for continuously conveying a package over scales.

Container, G. H. Wood, Toronto, Ontario, Canada. U. S. 2,451,644, Oct. 19. A shipping container adapted to be used when emptied as a waste receptacle comprising four side walls and end walls, one end wall consisting of a first pair of substantially rectangular flaps hingedly mounted at their ends on opposite side walls and a second pair of substantially quadrilateral flaps hingedly mounted at their ends on the other opposite side walls and having substantially parallel ends and converging sides.

Heat-Sealing Apparatus, A. A. Gardner and J. G. MacCormack (to Breslee Mfg. Co.). U. S. 2,451,728, Oct. 19. In a heat-sealing apparatus, upper and lower endless movable bands having adjacent and confronting longitudinally extending companion runs between which heat-sealable material is engaged during travel of said bands, a housing positioned in space between upper and lower runs of band, a heater in housing for heating rollers and spring means connected to housing for pressing rollers against lower run of upper band.

Regenerated Cellulose Film Manufacture, J. B. Nichols (to E. I. duPont de Nemours & Co., Inc., Wilmington, Del.). U. S. 2,451,768, Oct. 19. A process for preparing regenerated cellulose film from viscose which comprises extruding viscose on a support to form a viscose film, drying film in a stream of inert gas heated to 75 to 150 deg. C. and circulating at a speed of 400 ft. per min.

Cushioned Display Container, P. A. Carson (to General Electric Co., a corporation of New York). U. S. 2,451,806, Oct. 19. A packing container of relatively stiff flexible material having a wall portion provided with a row of spaced apertures for accommodating the base end of incandescent lamps.

Control Circuit for Automatic Weighing Machines, E. J. Vagim, Fresno, Calif. U. S. 2,451,891, Oct. 19. An electric control circuit for an automatic weighing machine which includes a hopper assembly having a normally open gate and a vertically-movable scale bucket having a normally closed gate, hopper assembly being disposed to feed scale bucket; control circuit comprising one solenoid operative to close hopper-assembly gate and another solenoid operative to open scale-bucket gate.

Liquid-Hydrocarbon-Resistant Container, V. N. Braden (to Wingfoot Corp., Akron, Ohio). U. S. 2,451,911, Oct. 19. A liquid-hydrocarbon-resistant container comprising sheets of ethylene-dichloride-polysulphide plastic coated on at least one side with successive layers of mixed ethylene dichloride polysulphide plastic and polymerized chlorobutadiene of diminishing ethylene-dichloride-polysulphide plastic content and a final overlapping coat of polymerized chlorobutadiene, said sheets constituting faces of said container and being joined to each other at the perimeter of the faces by a cemented union of the polymerized chlorobutadiene overlaps.

Duplex Package and Method of Making the Same, G. A. Kihn (to American Machine & Foundry Co., a corporation of New Jersey). U. S. 2,452,014, Oct. 19. The method of forming a wrapped bakery article consisting of sliced and unsliced loaves of bread which comprises completely wrapping same and securing wrapper about same to form a wrapped package, then dividing the package into two substantially equal partially wrapped parts, each part being enclosed with wrapper except for one end, turning each of said parts end forward and bringing the fully wrapped ends thereof into contact to form a partially wrapped loaf assembly, then completely wrapping this assembly including folding projecting wrapper ends about exposed parts and securing wrapper about assembly to form a wrapped composite package.

GAIR DRAMATIC DISPLAY STANDS

registered 40 to 250%

SALES INCREASE

of

7 MINIT PIE-MIX
IN STORE TEST
IN FIVE CITIES



TWO GAIR COUNTER DISPLAYS were used where the 250% increase took place . . . one at the "check out" point and the other installed close to the shelves stocked with competing mixes. The "check out" location sold out in four hours and then re-stocked . . . the shelf location sold all but two packages the same day.

WHAT GAIR ACCOMPLISHED with this outstanding achievement for 7 MINIT PIE MIX is typical of the effective and efficient service the Robert Gair Organization has been rendering for more than eighty years.

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PAPERBOARD • FOLDING CARTONS • SHIPPING CARTONS





Just starting out?



Every product had its *start* at some time or other; whether modestly or on a grandiose scale—whether thoughtfully or misguidingly. The successful products were those wherein packaging was thoroughly and skillfully planned *at the outset!* Many mistakes and misguidings can be avoided in the beginning by turning to those who know how—to a carton manufacturer who is competent in the field of Folding Paper Cartons. Ace Carton Creations have proved this! • We can be helpful to you!

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FOLDING PAPER BOXES • FOLDING DISPLAY CONTAINERS

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Aluminum Tubes

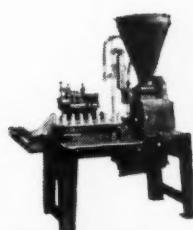
ANOTHER IMPORTANT NEW ENGLAND SERVICE

Small wonder McKesson & Robbins, Inc. pack their TAWN Brushless Shave in New England ALUMINUM Tubes. The same painstaking care that has made other types of New England "Sheffield Process" Tubes so popular, is also applied to the manufacture of our Aluminum Tubes. The light weight, and the tensile strength which gives greater resistance to breakage or puncturing in use, are important advantages.

If you have questions as to the suitability of your product for packaging in New England *Aluminum* Tubes let our laboratory technicians advise you, without obligation of course. Ask, too, about our exclusive "Vinicote" Inner Coatings, our tube cartons which can be ordered simultaneously with your tubes assuring perfect match of designs and colors, and about the many other exclusive services which only New England can offer. Contact our nearest office, today.



- If your tube filling facilities are inadequate, ship us your bulk product. We'll package it for you in tubes, jars, or tins, ready for distribution.



NEW ENGLAND COLLAPSIBLE TUBE CO.

3132 S. CANAL ST., CHICAGO 16 • NEW LONDON, CONN. • W. K. SHEFFIELD, V. P., 500 FIFTH AVE., NEW YORK 18
T. C. SHEFFIELD, 7024 MELROSE AVE., LOS ANGELES 38 • C. W. MILLER, 151 COLE ST., SAN FRANCISCO 17
EXPORT DEPT: 500 FIFTH AVE., NEW YORK 18; CABLE "DENTIFRICE", NEW YORK

LABELS=SEALS
WRAPS=TAGS
LABELS=SEALS
WRAPS=TAGS

CAMEO
 DIE AND LABEL COMPANY
 Creative Designers-Printers
 Quality Packagings for 24 Years
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LABELS=SEALS
WRAPS=TAGS
LABELS=SEALS
WRAPS=TAGS



No foot control required to operate this heavy-duty, all-purpose bag heat sealer. The automatic, feather-light touch of the fingers as they place the bag in position does the trick! Like magic, the machine then folds the top of the bag and heat seals it in one swift, sure operation. Speeds up production by as much as 50%. This "Pacer" model is also available with the following exclusive features: Hole Punch, E-Z Open Seal, Date Coding, and Name Embossing attachment.

Automatic and Foot Power Heat Sealers; Rotary Heat Sealers; Hand Sealing Irons; Bag Making Machines and Hot Plates

WRITE FOR CATALOG

HEAT SEAL-IT COMPANY
 4316 LANCASTER AVE., PHILADELPHIA 4, PA.



A.S.T.M. container tests

Two new tests have been approved by the committee (D-10) on shipping containers of the American Society for Testing Materials.

One is a drop test for cylindrical containers, which the present over-all drop test (D 755) does not cover. This new method covers the procedure for drop testing substantially cylindrical-shaped bulk shipping containers to measure their ability to withstand rough handling. It can be used on barrels, drums, kegs or pails made either of metal, fibre or wood.

The second new method approved by the committee is a vibration test for shipping containers (D 999) which covers procedure to determine the ability of a container with its interior packing and means of closure to provide sufficient protection to its contents when subjected to the vibrations of transportation. The committee has recommended this test to determine an economical design of container, proper interior packing and adequate strength of closure. The procedure described in the new test is suitable for testing containers of any form, any material, any kind and design of interior packing and means of closure, and for any size and weight.

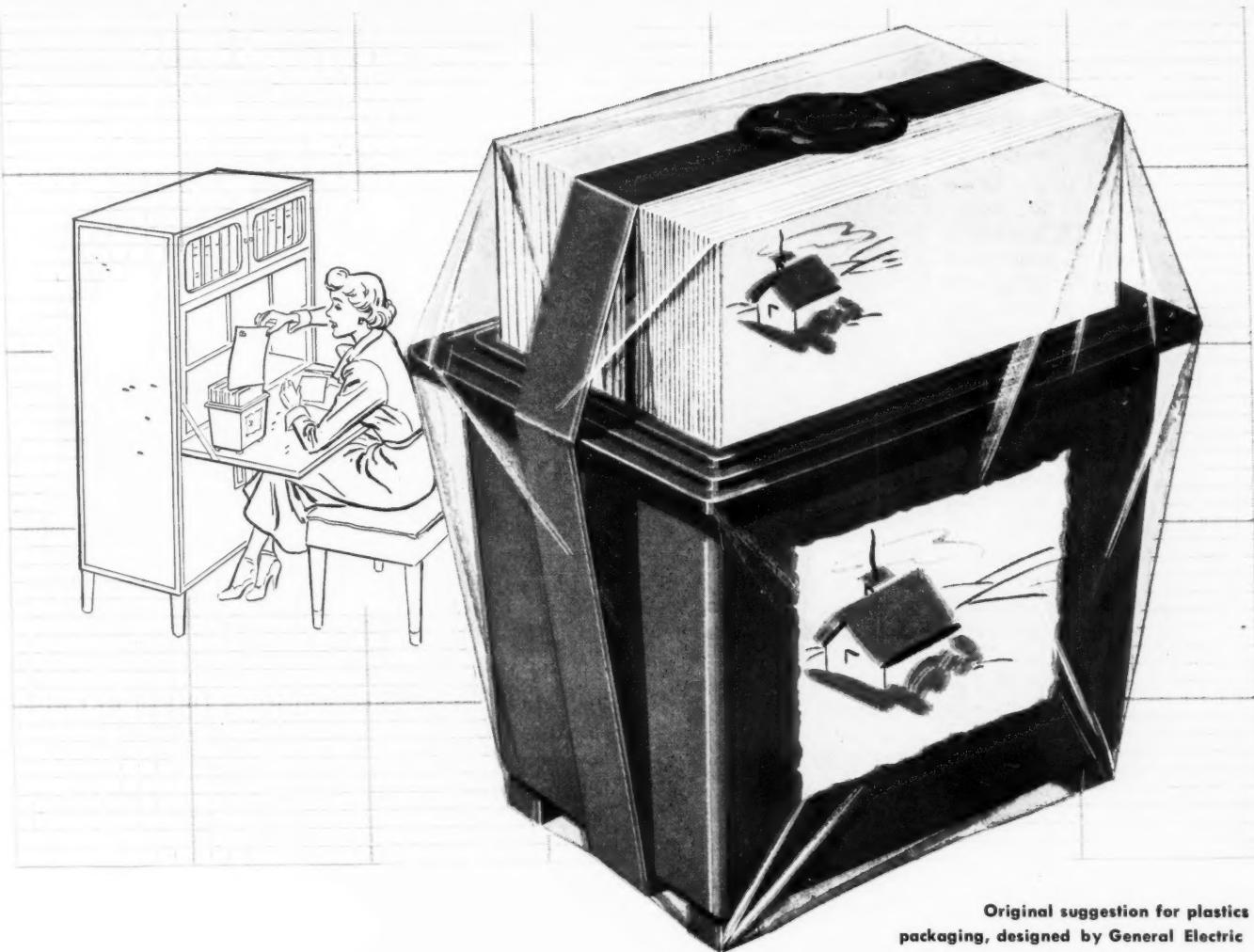
The same committee has been working on definitions for a large number of shipping containers and related items. Their new set of proposed definitions, designated as D 996, contains over 100 terms such as bag, barrel, basket, can, carton. Types of containers are also covered, such as glass, wood frame, etc., as well as packaging materials such as nails, wadding and the like. The standardizing of definitions is one of its important responsibilities, A.S.T.M. believes, because of its importance in connection with both commercial and legal matters. The correct nomenclature also simplifies description in scientific and technical problems.

Bufferin's debut

(Continued from page 115) the tube company of the control numbers and the quantity of vials needed one day in advance, so the information is available for each day's run.

The first step in familiarizing the public with Bufferin and its package was, of course, the professional mailing campaign. An important point emphasized in this mailing was the distinctive color and name lettering of the package. Each doctor and dentist thus received his samples in paperboard cartons printed in the same shades of blue and gray. The mailing cartons had no wrappers. Their covers—gray serving as the background color—had the paid postal permit and Bristol-Myers' return address printed in reverse in two blue squares which were properly spotted in the upper half of the cover. The bottom half had a broad blue band with an oval printed in reverse, where the doctor's name and address were placed. Flap of the cover

DESIGNED BY GENERAL ELECTRIC AT NO. 1 PLASTICS AVENUE



Original suggestion for plastics
packaging, designed by General Electric

A NEW NOTE IN STATIONERY PACKAGES

- Here's a novel plastics package designed to help sell note paper—and to serve as a useful stationery container.

Like many distinctive packaging suggestions, it comes from No. 1 Plastics Avenue, where General Electric is equipped to design, engineer, and mold plastics to your specifications. This stationery box idea, or another original design tailored to meet your requirements—can be yours, exclusively, as part of this G-E service.

General Electric works with *all* types of

plastics materials—not just a few. It can recommend, without bias, the best one for *your* job. So if you are looking for new packaging ideas, if you are marketing a new product or want to stimulate sales of an old one, discuss it with General Electric, one of the world's largest manufacturers of finished plastics products.

For further details on packaging in plastics, write Section AB-12, Plastics Division, Chemical Department, General Electric Company, 1 Plastics Avenue, Pittsfield, Massachusetts.

GENERAL  **ELECTRIC**
CD48-F7
EVERYTHING IN PLASTICS

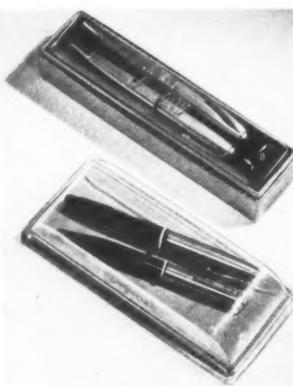
Acetate Display Boxes

SHOW YOUR MERCHANDISE SELL

The forceful selling power of these gleaming, drawn acetate display boxes will mean faster turnovers, larger profits. A crystal clear dome reveals and enhances the details of your product, yet keeps it unsoiled. Quick openings of various designs make it easy for customers and dealers to examine the merchandise without fumbling with complicated catches. Platforms that provide a variety of effects are available.

These sales compelling acetate display boxes and others of special design are adaptable for packaging many products. And because they are mass produced, they can be delivered in quantities.

Samples of your product forwarded with your inquiries, will save unnecessary delays in quoting.



PLASTIC ARTISANS, INC.

70 Westchester Ave.

White Plains, N. Y.

The MASON MAILMASTER...



No Wrapping — No Tying,
65 sizes — 1,000,000 boxes in
stock for immediate delivery.
—Send for Catalogue.

THE
MASON BOX COMPANY

MAIN OFFICE
ATTLEBORO FALLS, MASS.

NEW YORK OFFICE
175 FIFTH AVE.

FACTORIES: ATTLEBORO FALLS AND TAUNTON, MASS.

MANUFACTURERS OF A COMPLETE LINE OF SET-UP BOXES

was tucked into the side of the carton at the top and sealed in place by short strips of transparent pressure-sensitive tape.

When the addressee broke the seal and opened the carton cover he found two protective flaps inside printed in blue and gray with the message, "faster pain relief," spotlighted on the left flap and "for your patients" on the right. Resting on top of the sample vials and under the flaps was a leaflet giving the results of clinical studies and tests conducted by Bristol-Myers on Bufferin, its ingredients and dosage. The vials themselves were held in a die-cut tray platform in the bottom of the carton.

Samples sent to druggists were in the form of a small display card on which three individual cartons of the small sized package were mounted. The card was printed in two shades of blue, one matching the blue of the cartons. Cartons were slipped over three die-cut tabs on the sample card. For mailing, the card was folded down the center with the samples in place and an accordion-pleated insert was tucked in the fold. Card, samples and insert were then slipped into a corrugated wrapper and sleeve for mailing.

This professional mailing was timed to fall approximately one week ahead of Oct. 1, the date when the big national advertising campaign got under way with full page ads in *Life* and *Saturday Evening Post*, plus commercials on radio programs sponsored by Bristol-Myers. Wholesale distributors throughout the country were sent a supply of each size so stocks would be ready to move into retail drugstores at once.

The carefully laid distribution plans paid off, according to company officials. Druggists ordered small stocks even before the advertising campaign started because requests for Bufferin received from doctors' and dentists' patients had taken their samples. Among the comments and letters received by Bristol-Myers and by the wholesalers from druggists have been numerous inquiries about the vial and the polyethylene stopper—they wanted to know where they could be purchased for use in filling their own prescriptions.

CREDITS: Designs, Egmont Arens, New York. "Opticlear" vials and polyethylene closures, Kimble Glass Co., Div. of Owens-Illinois Glass Co., Toledo, Ohio. Decorating of vials, Sun Tube Corp., Hillside, N. J. Cartons and sample card, National Folding Box Co., Inc., New Haven, Conn.

Correction



Due to erroneous information given us, the supplier of the Baker's 4 in 1 Sweet Cocoa Mix composite can, illustrated in MODERN PACKAGING Pageant for November (p. 127), was incorrectly identified.

The package (which is reproduced herewith) was developed and has been supplied by Continental Can Co., Inc., New York.

Corrugated Containers . . .

can move your goods

2 ways



A PRODUCT WORTH MARKING
IS WORTH MARKING WELL

Everyone knows that corrugated shipping containers are used to move goods from the factory to the consumer through whatever distribution route is employed. But a lot of manufacturers evidently don't know that a Matthews designed message imprinted on those shipping containers will move more goods faster by creating demand.

A selling message designed for you by Matthews designers and imprinted with fine rubber dies manufactured by Matthews craftsmen will give your sales program a big boost. Consult your nearest Matthews representative or write today for full details.

JAS. H. MATTHEWS & CO.

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BRANCH

NEW YORK BOSTON CHICAGO

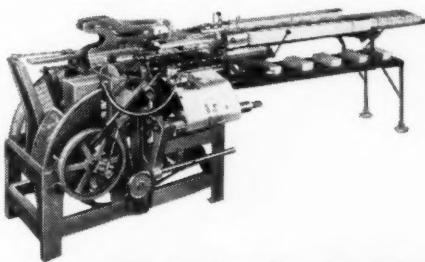


PLANTS
PHILADELPHIA NEWARK SYRACUSE

District Sales Offices Cleveland Cincinnati Birmingham Dallas



IT PAYS TO
WRAP THE
HAYSEN WAY



HAYSEN CARTON
WRAPPING MACHINE

WRAPPING *that* INVITES SALES

Hayssen Wrapping Machines wrap your cartons speedily, at low cost, and with precision. The neat end folds, tightly sealed, add smartness to package appearance, and stimulate the urge to buy. Whatever wrapping material you choose to use, there is a Hayssen model built to fit the purpose. If your overwrap is printed, the Hayssen Electric Eye accurately registers the design on your carton. Further, Hayssens can be used independently or made a part of automatic line conveyors. Complete information will be sent upon request.

HAYSEN MFG. COMPANY, SHEBOYGAN, WIS.

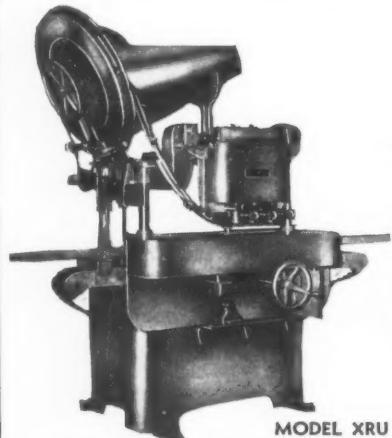
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Announcing....

NEW RESINA HIGH SPEED STRAIGHT LINE SCREW CAPPER

Flexible • Fast • Fully Automatic



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- Built-in conveyor, easily coupled to any packaging line. Write for full information.

- Operates at speeds up to 250 containers per minute.
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- Changes over between various types of containers by a simple twist of a knob.

Tops them all **RESINA**
Automatic Machinery Co.
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1200 BAGS A MINUTE . . . All Day Long!

"Good Production" you say! You bet it is! And you can equal or better it with the new MATADOR Flat and Square Bag Machine. Over the past twenty-five years, the MATADOR has come up from 250 bags a minute (and that caused 1923 eyes to pop) to today's almost five times that record. We've sold hundreds of MATADORS and Aniline printers, and we've yet to hear of one being scrapped. During the war we tried hard to buy back some of these machines, but they were doing such good and profitable work that none of their owners would sell. Today's MATADORS are improved, more sturdy built, attractively priced. You can have a MATADOR to work with paper—or cellophane—and you can get prompt delivery, equipped with Aniline printing press, if desired.

* As the first step to find out how much the modern MATADOR can speed up your production and step up your profits, write, wire or phone us for more information. You'll be glad you did.

H. H. HEINRICH, INC.
200 VARICK STREET, NEW YORK 14, N.Y.

Plastics for silver

(Continued from page 121) polystyrene. It is designed to accommodate any one of four different patterns of 1847 Rogers Bros. silverplate.

Difference in thickness, profile, front and back of each pattern made separate demands on the package design. Instead of having U-shaped holders as the children's set had, the platform-type base of this box has three cavities into which each group of eight pieces can be stacked and a lateral trough which provides finger room when the pieces are picked up or replaced in the box. The diagrammatic illustration shows how the design of the cavities allows each pattern to fit securely in the base. The thinnest pattern, for example, rests on the pin (1), a pattern of intermediate thickness rests on the shelf (3), while the heaviest pattern will fill the cavity completely. All of the patterns are braced by the position of the shoulder (2).

The trough is deep enough to give plenty of finger room. Its corners, as well as those of the cavities, are rounded so the silver will not be scratched nor fingernails broken when handling the pieces.

Cover of the Completing Set fits over the base and is dome shaped to hold the silver snugly. Dealers are thus able to display the package at an angle as well as flat.

The fact that the boxes are so light—the heaviest one weighs only a pound unfilled—is a distinct advantage over the wooden boxes in shipping. And finally, due to the care and thought in designing and molding the new packages, none of the elegance of the traditional silver package is lost.

CREDITS: Polystyrene containers molded by F. J. Kirk Molding Co., Clinton, Mass., of Bakelite and Monsanto polystyrene. Polyethylene baby-set pockets fabricated by Trans-Flex Packages, Windsor, Conn., of Du Pont Polythene. Cellulose acetate baby-set cover fabricated by Shaw-Randall Co., Providence, R. I., of Monsanto VuePak. Molds supplied by Farnsworth Engineering Co., Fitchburg, Mass., and Central Tool Co., Leominster, Mass.

Hand-wrap heat sealing

(Continued from page 129) underneath. This allows the operator to push the bag into place and then raise the bottom toward her and heat seal the top of the bag to the side with a wiping motion. This type of seal would not work on fragile or loosely packed materials such as potato chips, but is ideal for firmly packed materials such as coffee, since the space-wasting, projecting end of the bag is eliminated.

Technique for larger packages

For sealing larger packages, such as frozen foods, pound and larger boxes of candy, etc., a hand-operated sealer will prove advantageous in a small operation. These are available to heat seal the bottom and two ends of the wrap simultaneously. Such sealers (see

From Our New Home



Season's Greetings

TO ALL whose courtesy, co-operation and goodwill have made our growth and progress possible, we wish joy...good health...happiness and prosperity in the coming year.



19-21 HEYWARD ST.
BROOKLYN 11, N.Y.
Telephone: TRiangle 5-4033

Manufacturers of
Paper Board
Partitions

*Now you can
Really afford
Transparent
Containers
to boost your
unit sales!*

Given a good product you still have to team it up with a package that is an active sales inducer. EVERETT design and production experience assures this high standard of merchandising quality.

EVERETT dependability is backed by a newly installed modern plant—equipped with automatic machinery that's geared to produce the finest round, oval and rectangular containers of any size—your best assurance of low cost production.

EVERETT transparent containers are made to fit your specific packaging needs. Consult our experienced packaging staff without obligation. Write us today.

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**TRANSPARENT
CONTAINER CORP.**

251 THIRD AVE., NEW YORK 10, N.Y.

**NOW
3 NEW MEMBERS
OF THE ARWAX FAMILY
OF WAX ADDENDS**



ARWAX POLYETHYLENE CONCENTRATES

For grease-resistance and gloss PLUS higher blocking temperature . . . higher tensile strengths.

Recommended Uses

— Bread Wrappers . . . Milk Carton Wax . . . Greaseproof Cartons.

ARWAX BUTYL RUBBER CONCENTRATES

Similar to ARWAX Vistanex concentrates but lower cost and easier to handle . . . Improves adhesion and flexibility of paraffin and microcrystalline waxes.

Recommended Uses

— For improved wax laminations . . . for milk carton coating . . . in wax coatings for deep freeze cartons.

ARWAX S-POLYMER CONCENTRATES

Provide drier, harder and less rubbery wax coatings, than do Vistanex or Butyl rubber addends. Flexible . . . raise blocking point . . . improve tensile, decrease MVTR.

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Resin Emulsions, Solutions and Hot Melts for Adhesive Bases, Binders, Coatings, Sizes and Saturants



The unique construction of this container* assures that the cap stays tightly sealed regardless of the number of times it is opened and closed. The container is attractive, protective and is made in various lengths and diameters. It is perfect for safe packaging of ampules, vials, pencil leads, roll film, fountain pens and points and many other products. We can apply your label to any surface of this container or print the container, one color ink on white or colored stock. Adaptable to automatic filling and closing. The box that adds shelf appeal while affording perfect protection. Ask for samples and prices.

* Pat. Pending

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RAvenswood 8-0909

Fig. 11 have three heating plates arranged for this purpose and usually have corresponding cooling plates so that they may be used with waxed paper or other materials that must set before the seal is complete. The distance between the side plates is adjustable so that packages of various sizes can be accommodated.

When using these sealers the packages are completely wrapped before heat sealing. The sheet is placed on the table and the object to be wrapped placed in the center. The ends are brought around and lapped, making the long seam. There is usually no advantage in having more than about two inches of lap, since the end tucks will hold the long seam in position while the package is being turned over. It will probably be more convenient to make the end tucks as shown at A in Fig. 4. A heavy or firmly anchored flat vertical surface may be of assistance in making the end tucks, since one end can be pushed against it after tucking while the other end is finished. After tucking, the package is turned over and pushed through the sealer. A little practice soon determines the proper speed at which to push it past the heated plates into the cooling section. Succeeding packages will push it through the cooling section and out of the sealer.

No great skill is required to produce perfectly sealed packages on one of these devices. They are widely used by small bakers and special devices are available for holding loaves of sliced bread in the preliminary wrapping stages. These might conceivably be adapted to other cases when wrapping is the only means of retaining an assembly consisting of several loose components.

Care of heat-sealing equipment

A common source of annoyance when sealing most films is the sticky deposit that builds up on the heated sealing surfaces. This prevents the packages from sliding readily and slows the operation. Waxed paper does not give this trouble, since the wax acts as a lubricant and keeps the packages sliding freely.

One of the most effective methods of cleaning is with a pad of brass wool dipped in carbon tetrachloride, which is non-flammable. Steel wool or emery cloth also will remove the deposit quickly, but takes with it a small amount of the metal and, in the case of plated surfaces, quickly removes the plating. Brass wool will not scratch as readily as steel wool or emery cloth.

There are also a few chemical compounds that are effective in removing the deposit. It has sometimes been found helpful to wipe frequently with a cloth pad soaked in paraffin or other wax; this keeps the deposit from building up too rapidly and provides lubrication for the packages. Judicious use of the wax pad can sometimes substantially lengthen the time between cleanings, because each waxing seems to remove some of the deposit if it has not accumulated too heavily.

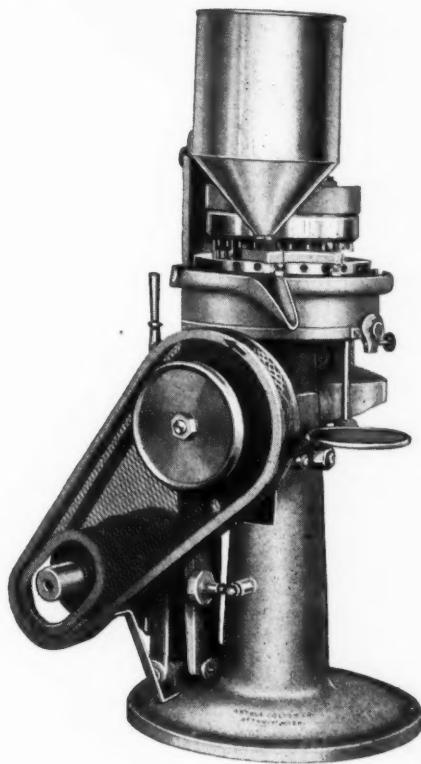
Another and more recent approach to this problem is the use of Teflon, a thin, flexible, plastic material that is unaffected by heat-sealing temperatures and to which practically nothing will stick. It is quite simple to

NEW ROTARY TABLET PRESS

New series 200-25 tablet machine embodies years of experience in building equipment, incorporates refinements giving an entirely new standard of performance.

Special features include new variable lower punch pull-down track plus micrometer cell adjustment minimizing punch and die wear and practically eliminating capping; solid steel tie bar; centrally located main drive shaft; lower center of gravity. Range of operating speeds is provided by built-in variable speed drive. Power transmitted through lever operated disk clutch. Special drive materially reduces power consumption. Standard speed motor. Capacity per minute: 300-800 tablets. Diameter of tablet 3/16" to 5/8", maximum depth of cell: 11/16". Floor space: 30" X 36", height: 60", net weight: 1025 lbs.

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The New **1949 MODERN PACKAGING ENCYCLOPEDIA**

FOR EVERY BUSINESS THAT PACKAGES A PRODUCT

MODERN PACKAGING ENCYCLOPEDIA
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Gentlemen:

I need a comprehensive, step-by-step guide to package planning and production. Please send me . . . copies of the profusely illustrated, 994 page 1949 MODERN PACKAGING ENCYCLOPEDIA @ \$6.50; Canada \$9.00, including duty and postage; Foreign \$11.00.

Remittance Enclosed Bill Me

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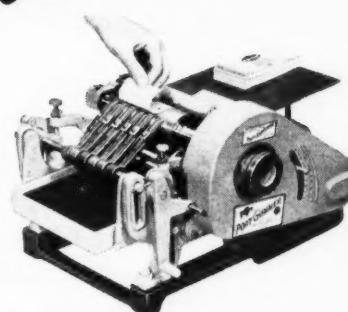
City Zone

State

Type of Product

Here's REAL ECONOMY

for Part-time
Labeling . . .



"PACE-MAKER"

**LABEL
PASTER**

applies hot or cold
adhesive to labels
. FAST!

Built for long years of hard,
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bronze wearing parts—made
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- STURDY
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Factory offices in Chicago, Cincinnati, Los Angeles



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PACKAGE FILL
MILLIGRAMS
GRAMS OUNCES

With this Model A PAK KING filler you meter the above volumes accurately and at high speed. Spices, coffees, teas, grated cheese, cocoas, drug powders, insecticides and chemicals. In semi or full automatic dust free designs up to 120 per minute or more. Loose, settling or ram pressure fill. Tandem fillers for high speed or extra settling features as required for powdered sugar cartons.

Ask for catalog No. 48 or bulletin No. 481 and 482.



WEIGH RIGHT AUTOMATIC SCALE COMPANY
JOLIET • ILLINOIS • U.S.A.

GOOD ADDRESS LABELS ARE GOOD ADVERTISING

Here's how to get advertising value from the labels you put on envelopes and packages that go to customers and prospects...

Ask us to submit individualized multi-color designs... Take your pick... The design you choose, printed in 2 or 3 smart colors, will cost just slightly more than an ordinary "sticker" that can create a poor impression of your company.

We'll print your labels in roll, pad or flat form on fine paper stock backed with an excellent adhesive.

Write for samples and prices.

Miller AND Miller INC.

136 MARIETTA ST.
ATLANTA, GA.

4006 PACIFIC AVE.
TACOMA, WASH.

cover a hotplate with a sheet of this material. Teflon itself has a slippery quality allowing the packages to slide even better than on a perfectly clean hotplate. Hotplate covers made of this material are now on the market. Eventually they wear out and must be replaced, but the increased production more than offsets their nominal cost.

While there can be no doubt that wherever large quantities of identical packages are involved machine wrapping and sealing is the only practical method, there are still a surprising number of instances in which a hand operation best fits the circumstances and in any such instance attention to the small time-saving details will provide a substantial money saving.

Vinyl-nitrile blends

(Continued from page 150) volume reduction on the ester-plasticized resin due to extraction of the plasticizer.

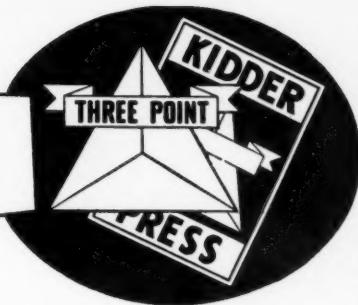
To obtain the optimum physical properties of both polyblend and polyblend latex, it is necessary to use sufficient heat for fluxing at some point in the processing operation. In the crude state, Geon polyblend 500 X 503 is a soft, rubber-like material with comparatively poor physical properties. After fluxing at a minimum of 320 deg. F. for 10 min., it becomes a strong, flexible thermoplastic with excellent physical properties. This fluxing can be done on a mill or calender or in a Banbury, extruder or press. Heat alone will do the job; mechanical working is not necessary. The fluxing of film cast from the latex can be accomplished in an air oven, or by infra-red lamps. This film is ideal for making a study of the effect of time-temperature on the physical properties of polyblend. In Chart 1, tensile, elongation and 100% modulus are plotted against time of fluxing at a constant temperature of 160 deg. C. It is interesting to note that all these physical properties are still improving after 20 min. at 160 deg. C.

The anti-blocking properties of polyblend films or coatings on paper or boxboard are very good and are well illustrated by Chart 2. This chart shows the relationship between fusion or fluxing and blocking temperature. Films and coatings become less tacky at normal temperatures as fusion time at 302 deg. F. is increased. For example, on an unfused film, tackiness is observed at 108 deg. F. After fusing for 5 min. at 302 deg. F., no tackiness is observed until a temperature of 145 deg. F. is reached. Blocking temperatures can also be increased materially by the incorporation of various wax emulsions with the latex.

The excellent low-temperature properties of polyblend film make it very applicable to frozen food packaging. Paper coated with polyblend will remain grease-proof even when creased at minus 50 deg. F.

Geon polyblend 500 X 503 and polyblend latex 550 X 20 are two products which possess the excellent physical properties necessary for packaging applications. In addition, these products provide a processing flexibility heretofore unknown, since by their use pack-

KIDDER POINTERS



No. 20.

Observations of trends and indications in packaging...
noted by the manufacturers of Kidder "3 Point" Presses,
Kidder Press Company, Inc., Dover, N. H.

A standard-design bag making machine has been successfully converted to make bags of Saran plastic. The first of its kind, the unit will make gusset type bags and seal them by high frequency heat. It is expected to be especially popular in the food field.

Here's one estimate of the outlook for shipping and packaging materials for the immediate future: Wax . . . continued short supply; textile bags . . . better availability at possible price declines; tin cans . . . possible improvement in availability for other than food products; lead and aluminum collapsible tubes . . . lead up in price . . . possible cost advantages to aluminum; glass . . . about the same as recent months; paper containers . . . cartons, bags, tubes, drums and cans . . . continued availability . . . increased quality . . . better packing and sealing equipment . . . possible price declines.

Food shipping containers made of a tough thermoplastic and insulated with a lightweight plastic foam material are now being produced. Bottom, sides, lids, inner container and internal container are made of a material which is noncorrosive, low in heat conductivity, light in weight and features high impact strength. Connections and seams are plastic welded. Insulating material weighs less than 1 lb. per cubic foot.

If television enters into your plans for promoting your product, better read "What About Television" . . . an article that tells you how to make your package photogenic for telecasting . . . in MODERN PACKAGING for September 1948.

A poll taken among urban dwellers shows a decided preference for cellulose bands as bottle closures. Most respondents thought such closures offered the advantages of being sanitary, insuring freshness, being tamper-proof, etc. In addition, they suggested 50 food products which they thought should use this type closure.

Ice cream in transparent containers is now a reality. One company has adopted an acetate container which shows the flavor inside, which incidentally, forms a beautiful background for the design and sales message printed on the container. Read about it in MODERN PACKAGING for September 1948.

The Western Packaging Exposition held in San Francisco this year came up with some excellent papers which are reprinted in MODERN PACKAGING for September 1948. Among the titles: "What Is Good Package Design" . . . "The Consumer Looks At The Package" . . . "Can A Package Be A Salesman" . . . "Significant New Packaging Materials" . . . "Functional Values Of Unit Packages" . . . "The Outlook In Packaging Costs".

One leading coffee substitute is now being marketed in foil envelopes for individual servings. Foil is said to offer protection plus excellent display possibilities.

A new "unitized" package featuring a group of containers which interlock with each other and with the shelf to form a solid unit has been newly designed. Besides the factor of decreased breakage danger, the new unit offers unusual display possibilities since they can be stocked horizontally or vertically.

Effect of good display on the sale of merchandise is the subject of a study reported in PACKAGING PARADE for October '48. Well-printed, attractive displays boosted hardware sales 113%; shampoo, 98%; toothpaste, 97%; paint, 57%, etc.

If you seal shipping containers or packages with gummed tape, there's an article of value in the September '48 issue of SHIPPING MANAGEMENT . . . "A Gummed Tape User's Guide To Faster, Easier, Safer Sealing".



WRAPPER ACHIEVEMENT OF THE MONTH

Neat and clean-cut is this handsome design for Cloverleaf Quick Frozen Rolls. Colors: deep blue, yellow, brown and white. According to Standard Printing Company: "This job was printed on a 24" Kidder Cello-Printer at a speed of 200 feet per minute. Straight pigment inks were used in the printing of this job. All four colors were pumped through Kidder design fountains so as to insure a constancy of color and a uniformity of ink throughout the entire run. The heavy even lay of the ink can be credited to the engraved ink rollers as supplied on the Kidder Press along with the Kidder-designed system for hot air drying between colors and through the oven. "The yellow and brown plates contained a 65 line screen to obtain the shade of the roll itself. There are no secrets as to how we kept this screen clean. We simply combined the four essentials for good printing — a precision-built press with accurate ink rollers and impression cylinders, accurately moulded plates, uniform inks and pressmen with the 'Know How'."

For a job well conceived and executed, Kidder salutes:

STANDARD PRINTING COMPANY
Columbus, Georgia

GOOD PRINTING SELLS GOODS

Modern supermarket merchandising depends heavily on the power of printing to sell goods. The absence of clerks to extoll the virtues of one brand as against another . . . or to help make up a customer's mind for him . . . automatically places this burden on the package itself.

And that's where excellence in printing spells success in selling. Kidder Presses execute superb printing because they are designed to combine the three essentials of good print-

ing: Control over the paper, proper distribution of ink and accuracy of the impression.

These things are yours in:

The two new Kidder designs of MULTI-COLOR INTERCHANGEABLE CYLINDER OIL INK PRESSES . . . for metal or rubber plates. KIDDER ANILINE-TYPE PRESSES — the famous Aniliners — for high-speed — high-quality runs . . . including the narrow "Cello-Printer", primarily for Cellophane.

CONTROL OVER
THE PAPER
PROPER
DISTRIBUTION OF
INK
ACCURACY OF THE
IMPRESSION



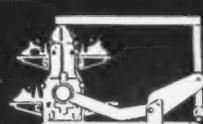
KIDDER

Manufacturer of "3 Point" Presses—so-called because they fulfill the three major requirements for perfect printing.



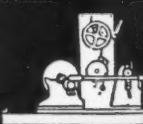
MULTI-COLOR LETTER PRESSES

for waxed paper, box wrappers, etc., rewound or sheet delivered — up to 72 inches in width.



"ANILINER" and "CELOPRINTER"
MULTI-COLOR PRESSES

with gravure units — for decorative papers, cellophane, glossine, etc., — up to 65 inches in width.



SLITTERS AND REWINDERS

for paper mills, finishing rooms and converting plants — up to 115 inches in width.

aging materials can now be made by extrusion, calendering and solution casting or coating, as well as casting and coating from a latex or water-borne system. It is therefore possible to use almost any type of equipment that plastic fabricators and coaters normally operate. This permits each manufacturer to use the most economical means at his disposal to produce a superior product for the expanding packaging field.

Abbott's Aerohalor

(Continued from page 111) designed to treat. Each vial is labeled with a description of the contents and a warning to keep it tightly stoppered. The label is removable, permitting the pharmacist to replace it, if necessary, with a prescription label containing instructions for the patient.

The vials are packed four to a folding carton, making one dozen cartridges per carton. This total constitutes a four-day treatment—the average period before a return visit to the physician may be necessary. Of the reverse-tuck type, the carton is of 0.016 clay-coated newsbacked board, fitted with a V-type separator to guard the vials against breakage.

Since but one Aerohalor will be sold to the ratio of a large number of cartridges, it was necessary to package the unit separately. The Aerohalor is packed in a set-up box of 0.033 lined chipboard, with box and cover corner stayed. The box is wrapped with black flint and the cover has a printed wrap with special flap to provide a positive seal. Thumb holes in the cover facilitate opening.

Within the box, the Aerohalor unit, including discharge chamber with mouthpiece inserted and the separate nosepiece, rests on a die-cut tray. The box is of sturdier construction than the cartridge carton, since it must serve as a storage and carrying container.

Package designs for both the set-up box and folding carton are printed in black and Abbott blue and carry out the basic family resemblance theme of the company's entire line, with legibility and visibility key requisites. Abbott makes more than 1,000 different products—many in several sizes—so it is extremely important for the druggist to be able to tell at a glance which product he is getting from the shelf. In line with other Abbott packages, the Aerohalor containers are of somewhat restrained design to meet ethical standards.

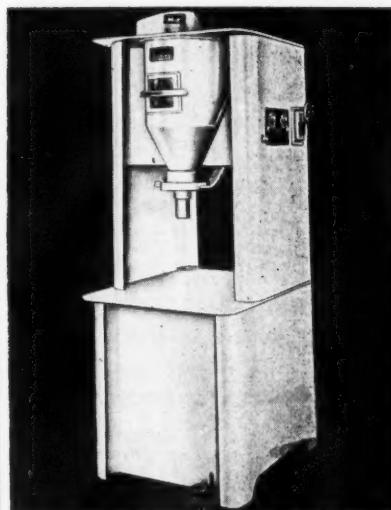
At present, penicillin powder is the only medicament being prescribed for use with the Aerohalor, although it appears likely that others may some day be inhaled by means of this ingenious device. Until the value of other forms of powder inhalation has been clinically proved, however, penicillin dust will continue to be the only medicament that sifts through cartridges.

CREDITS: Design of Aerohalor box and folding carton for sifter cartridges, Harry H. Farrell, Chicago. Opticlear glass vial and polyethylene closure, Kimble Glass Div., Owens-Illinois Glass Co., Toledo, Ohio.

A graphic illustration of a stylized human figure with arms raised, positioned above a complex, winding path or maze. Several different box designs for the Aerohalor are shown resting on or placed within the paths of the maze. One box is labeled "Aerohalor". Below the illustration, a block of text reads: "since 1888 we have been 'helping you out' in the development and manufacture of hand made and machine made set-up boxes. Call on us . . . no obligation."

SALES OFFICE: 366 Fifth Ave., N. Y. 1, N. Y., Tel. LO 4-3328
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Denver, Colo.—Mullen & Johnson, 407 Mercantile Building

RODGERS OFFERS THE FINEST

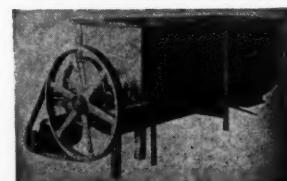


from mixing
your product
to filling
the package.

Reduce costs
with Rodgers
equipment.

- QUALITY
- DEPENDABILITY
- ADVANCED DESIGNS

Send for our new catalogue.
It includes our Tube & Jar
Filler Powder Mixers, Peb-
ble Mills, Tube Closer,
Syphon Filler, Conveyors,
Portable Agitators, Stain-
less Steel Tanks & Kettles
and Fabrications.



GEORGE G. RODGERS CO.

225 W. 34th ST.

NEW YORK 1, N. Y.

if

**your containers
look like
any of these:**



and

**your labels
look like these:**

(and you desire
the benefits of fully
automatic operation)

**then you should
investigate the advantages of**

ERMOLD

AUTOMATIC Multiple LABELERS

These highly accurate and dependable machines operate on the multiple principle which permits high output at slow machine speed. Result . . . good labeling, minimum breakage, steady output, long machine life, minimum operating attention and low maintenance cost.

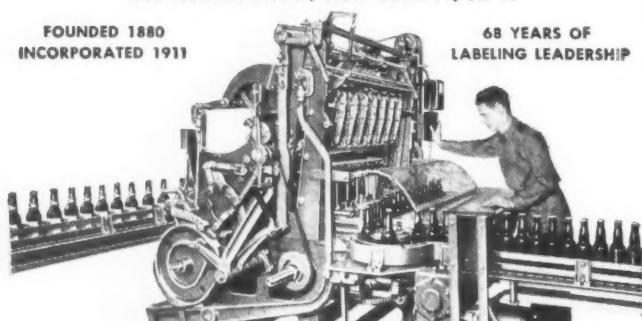
An Ermold field representative will be glad to study your problem with you to determine whether Ermold labeling methods will save you money. Ask to have him call.

EDWARD ERMOLD COMPANY

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FOUNDED 1880
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68 YEARS OF
LABELING LEADERSHIP



ERMOLD
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Mullen Test

*Recognized the world over
as standard bursting test*



Motor-Driven Model A Mullen Tester

Tests specimens with bursting strengths above 200 pounds per square inch. Note two gauge-mounting by use of manifold for testing materials of widely different strengths.

Especially designed for testing corrugated as well as other materials. Conforms to ASTM and TAPPI standards.

Send for booklet illustrating and describing the entire Perkins line of Testers.

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MODERN PACKAGING

A Good Start for Your Product

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**Assures a good ending
in the user's hands**

Greater protection and sales appeal
help build and hold good will for products packed in Gaylord Boxes.

Call your nearest Gaylord Sales Office

177

GAYLORD CONTAINER CORPORATION, General Offices: ST. LOUIS

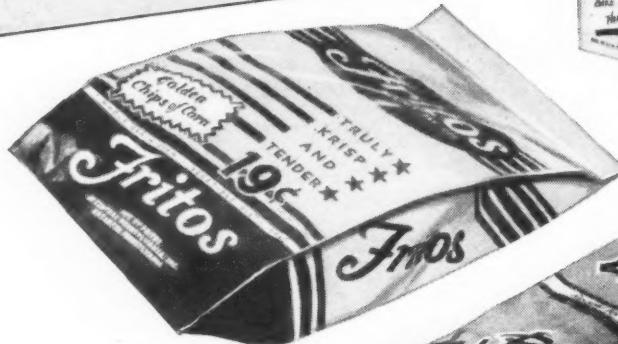
Corrugated and Solid Fibre Boxes

Folding Cartons

Kraft Grocery Bags and Sacks

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New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle
Indianapolis • Houston • Los Angeles • Oakland • Minneapolis • Detroit • Jacksonville
Columbus • Fort Worth • Tampa • Cincinnati • Dallas • Des Moines • Oklahoma City • Greenville
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20% more protection provided by
Betner Thermoseal* Bags than by other closures

We omitted "insect infestation" from the list of insurance "coverages" above, because it is not a nice subject to put into large print.

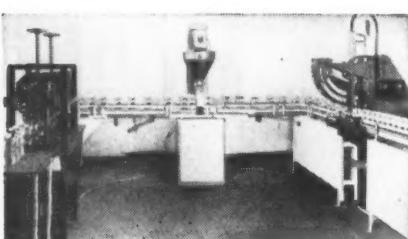
But the ability to stymie insect infestation is one more point in favor of the Betner Thermoseal* (heat-sealed) Bag that makes this bag not only worth patenting but purchasing.

20% is the food-protecting superiority the conservative House of

Betner claims for its Thermoseal* Bag. If the superiority were only half that, it would still be worthwhile. For it is in line with the ideal of all conscientious processors that foods get to market as full of the original factory flavor and cleanliness as can possibly be managed.

To date, no closure keeps the good things in, the bad things out, so nobly as does Betner's Thermoseal*. Ask us anything about it.

*Trade Mark Reg. U. S. Patent Office



Bag inserter, filler and heat sealer for filling and closing bags in cartons.

Benj C Betner Co

DEVON, PA.

A complete bag service—from idea to finished bag to machinery for closing coffee bags and filling and closing liner bags for cartons.

AT LAST! A LOW COST, MONEY-SAVING

Wire Stitcher

PIONEER MODEL "B"

ONLY 35 LBS • 50% FEWER MOVING PARTS

Revolutionary BUILT-IN TIMING! LONG LASTING CARBIDE CUTTERS!
SELF-EQUALIZING BRAKE ON SPOOL BRACKET!

Your work area is plainly visible and accessible enabling speedy positioning. Automatically feeds, forms and drives wire through material. Gives operator full use of both hands. Makes 250 stitches per minute up to any speed desired. Built-in timing requires no adjustment. Standard staples $\frac{1}{4}$ "—Special sizes at slightly higher costs. Machines available with any number of heads driving staples a minimum center distance of $2\frac{1}{8}$ " . . . WRITE FOR LITERATURE TODAY!

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INQUIRE ABOUT OUR COMPLETE LINE OF WIRE STITCHERS

PRECISION-BUILT

Stitching head
contains all the
moving parts.



WEAR-PARTS PRACTICALLY NON-EXISTENT



FOR Good packaging . . .

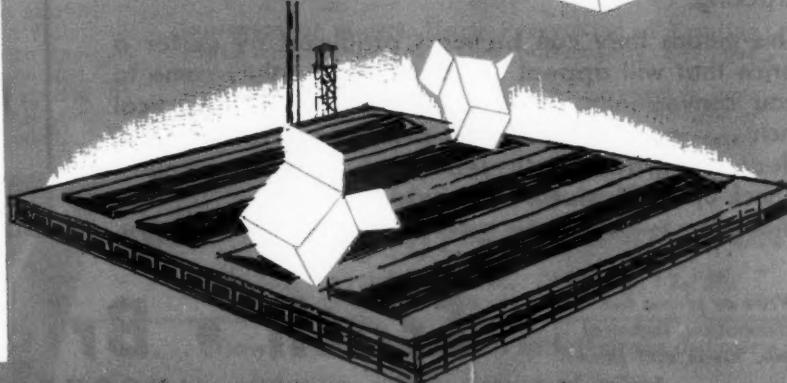
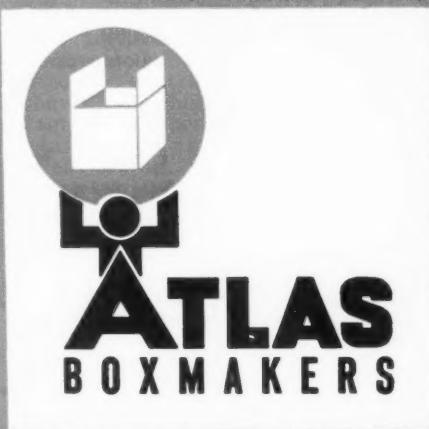
SOLID FIBER CONTAINERS

EXPORT CASES (Vus)

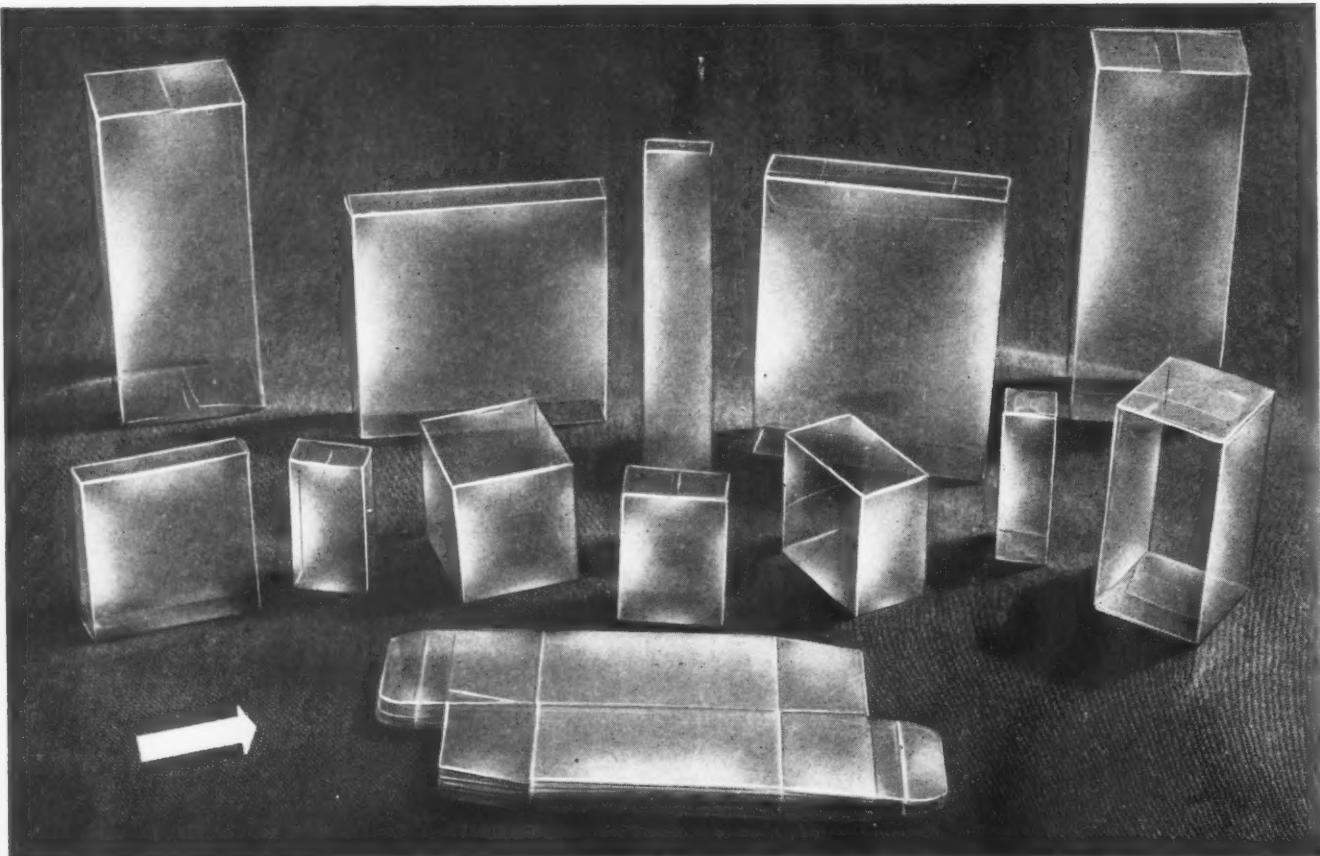
CORRUGATED CONTAINERS

FOLDING CARTONS

**CLAY COATED CARTONS
SET-UP BOXES**



ATLAS-BOXMAKERS, INC. 5025 WEST 65TH STREET • CHICAGO 38, ILL. • PORTSMOUTH 7-3400



The Big Little Difference

**that makes Plastafol* Cartons unlike
any others you can buy anywhere**

- Why do Plastafol Cartons cost less in small sizes than any other rigid plastic cartons?

Why do they ship and store in less space, at less cost, than any other comparable cartons?

Why can you do packaging jobs with them that can't be done with any other cartons?

Simply because Plastafol Cartons are the ONLY plastic cartons that FOLD FLAT . . . that bend without cracking.

This means they can be mass produced by us for a price that will appeal to you. It means they come to you conveniently packed, 50 or so to the vertical inch . . . each one a single strong piece of window-clear, top-grade plastic, ready to be set up in seconds. Check up on Plastafol Cartons today!

*Trademark. The Plastafol carton is protected by present and pending patents.

✓ Not acetate, Plastafol Cartons are made from a superior, specially developed plastic with foldable, non-cracking qualities.

✓ Proved in use, Plastafol Cartons are already used in packaging everything from cosmetics to photographic supplies.

✓ Variety of designs. Ends may be tucked, glued—or locked for extra package security. Available in large runs.

Write or phone for
information, technical
help, ideas and prices!

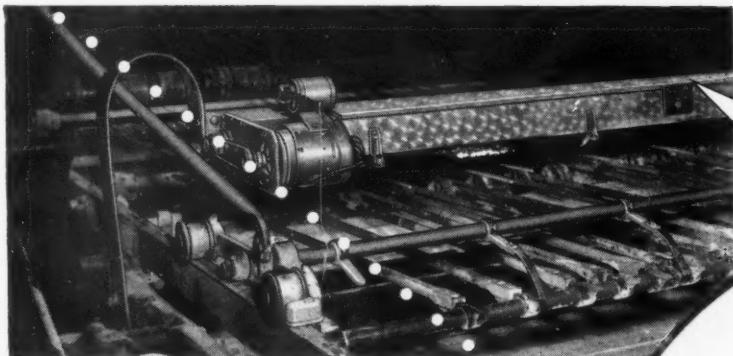
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GO!

"NON-STOP" PRINTING.



KEEP RUNNING

TO FULL CAPACITY OF PRESS DELIVERY
WITHOUT FEAR OF OFFSET

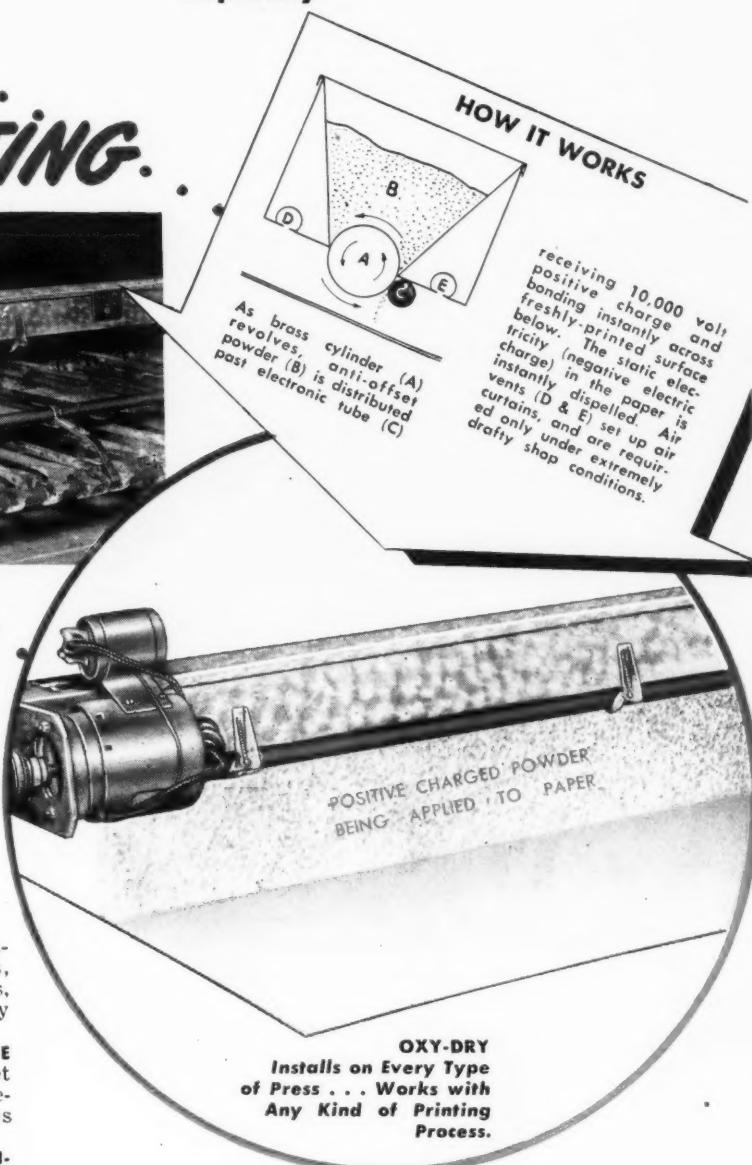
Stopped presses make no money. OXY-DRY helps keep presses running—makes you more money because (a) Sheets can be stacked to full capacity of press delivery without trace of offset. (b) Quick drying of ink through ozone action speeds handling—helps keep delivery clear. (c) One powder-filling of unit usually lasts 24 hours running time. No press stoppage for frequent refills.

NO OTHER SPRAYER CAN OFFER ALL THESE ADVANTAGES

1. **UNIFORM OFFSET PREVENTION** . . . Powder bonds instantly across printed surface, acting as uniform spacer between sheets.
2. **STATIC ELIMINATION** . . . assures easy flow of sheets. No sticking or jamming of paper.
3. **DRYING SPEEDED** . . . Non-toxic ozone created by electrical discharge from high-voltage tube speeds oxidation of ink—quenches drying.
4. **FASTER HANDLING** . . . Removal of all offset
- danger enables printer to stack sheets, handle full skid loads, at full press delivery capacity.
5. **SAVES LABOR, STORAGE** . . . OXY-DRY offset prevention speeds delivery time, saves labor, stops waste.
6. **HEALTHFUL, ECONOMICAL** . . . OXY-DRY offset powder—a mixture of edible starch powders—is a fully-endorsed Health factor. No dust hazard. No exhaust system required. Small amt. of powder needed.

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If it must provide protection from
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assures *vacuum-packed freshness at paper-bag cost*. Packers and manufacturers who
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Outstanding feature of Flav-o-tainer
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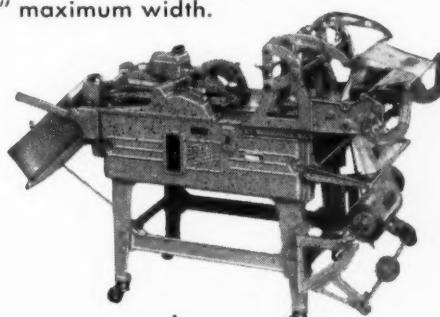


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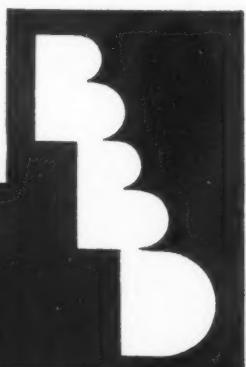
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Modern packaging

A BRESKIN PUBLICATION

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122 East 42nd Street, New York 17, N. Y.

bait your sales with MONSANTO PLASTIC PACKAGES . . .



Boxes molded of Lustron
by Saratoga Plastics, Inc.,
Saratoga Springs, N. Y.

the results are "amazing" says MARATHON

Here's another plastic packaging "Success Story" that can apply to your business. This one comes from Homer, New York, home of the Marathon Line Company, makers of far-famed fishing line. Marathon figured they couldn't make Marathon lines any better . . . so they improved the package. And here's what happened, told by Charles Y. Briggs, president:

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You likely don't make or sell fishing line . . . but there's hardly a product that can't be sold faster and more profitably in a correctly designed, colorful, (or crystal) package molded of beautiful Monsanto Plastic.

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Your plastic molder will advise you—or you can use the coupon and receive our new booklet "Package in Plastics."



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Please send your new booklet "Package in Plastics."

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SERVING INDUSTRY . . . WHICH SERVES MANKIND



M

R. X, typified by this happy gourmet, lives to eat . . . and loves it!

Mr. Y (too dismal to illustrate) eats to live . . . a perfunctory duty to him!

The point is, that both X and Y do eat in prodigious quantities . . . and most of the food, as well as soap, suspenders, spark plugs and tacks they buy, are packaged in cartons.

. . . and speaking of cartons, we admit that there are other good carton manufacturers, but we claim that there are no *better* cartons than Michigan Cartons!

Our customers, like The Best Foods, Inc., for whom we make millions of Nucoa margarine cartons annually, don't stick with us for years and years just because they like

the way we part our hair . . . they find that Michigan Cartons do a thorough job of merchandising and protecting their product.

. . . as you will also.

Michigan Carton Company, Battle Creek, Michigan

America reaches for Michigan Cartons





**Now Bunte Plays
Santa the
Whole Year 'Round**

Candy is no exception in the trend toward self-service merchandising. That's why Bunte Brothers were among the first to specially design a complete family of packages to make their candies easier to display and sell. With the help of Shellmar's Art Department, these Bunte packages were designed to do a year 'round job, yet

take advantage of seasonal peaks. The predominant green is appropriate for Easter, cool and refreshing for summer, yet gay and colorful for the Holiday Season.

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MOUNT VERNON, OHIO
SOUTH GATE, CALIF. • ZANESVILLE, OHIO
MEXICO CITY, MEXICO • MEDELLIN, COLOMBIA

Bunte duplex bags are fabricated from DuPont MST 53 Cellophane, printed in Colodense (U.S. Pats. No. 1867314, 1867405).